

## 2017 Berkeley Program Price Schedule

**The Berkeley Program** is the official program of *The Sounds of Summer* concert series and all summer events in Berkeley Township (including Community Pride Day in September). It boasts a circulation of 5,000 copies which are distributed throughout local community businesses and at all summer concerts in Veterans Park.

Premium ad locations in *The Berkeley Program* are currently available and will be reserved on a first-received basis. Full payment and art work (or computer file) must accompany each application. Ads are printed in black & white unless otherwise specified.

Ad sizes (width x height): 1/2 page - 8"w x 5"h    1/4 page - 4"w x 5"h    1/8 page - 2 1/2"w x 2"h  
Final deadline for submission is May 5th. Circulation date is slated for May 23rd.

### Premium Ad Pricing (Limited Availability)

1/2 Back Cover - Full Color (2 Spaces Available)	\$900
1/2 Inside Cover - Full Color (4 Spaces Available)	\$850
1/2 Center Page - Full Color (4 Spaces Available)	\$800
1/2 Inside Page - Full Color (4 Spaces Available)	\$750

### Standard Ad Pricing

1/2 Inside Page - Grayscale	\$600
1/4 Inside Page - Grayscale	\$300
1/8 Inside Page - Grayscale	\$175
Business Card Size	\$100

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## 2017 Veterans Park Billboard Price Schedule

**The Sounds of Summer** concert series in Veterans Park is one of the largest summertime events in the state of New Jersey. Going into our 18th season, these concerts have continued to bring our community together in a way few other events are able. We are supported by radio personalities from 100.1WJRZ and by local civic organizations. But most of all, we rely on the essential support of local sponsors to maintain the high level of quality that our community deserves.

Advertising space is available on each of two professional billboards located on either side of our new outdoor theatre. Because of high demand, we have expanded and reconfigured each billboard for maximum exposure for our advertising sponsors. Spaces will be reserved on a first-received basis, but in the future, current advertisers will be given the option to renew (at current rates) their same location as the previous year. Full payment and artwork for signs must accompany each application. Signs may be printed in full color on a white background. Premium locations are allocated for sponsors who also advertise in *The Berkeley Program* (see below).

### Billboard Signage Pricing

4' x 8' Sign (Center Billboard)	\$5,000
2' x 6' Sign (Premium Location)	\$1,250
2' x 4' Sign (Deluxe Top Row)	\$750
2' x 4' Sign (Standard Location)	\$600
2' x 2' Sign (Civic Groups Only)	\$200

\* A one time setup charge applies for each new sign. Signs last at least 5 years.

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### For questions or inquiries please contact:

Debbi Winogracki  
Recreation Programs Manager  
732-269-4456 x 3108  
dwinogracki@twtp.berkeley.nj.us

David Shick, Special Events Coordinator  
Direct Line: (732) 664-9852  
email: dshick@comcast.net



www.btrec.org

Berkeley Township  
Division of Recreation  
630 Route 9  
Bayville, NJ 08721  
Phone: (732) 269-4456  
Fax: (732) 269-6110



# Veterans Park Billboard & The Berkeley Program 2017 Advertising Sponsor Request Form

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_ Title: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_ Email: \_\_\_\_\_  
 Phone: (\_\_\_\_) \_\_\_\_\_ Ext. \_\_\_\_\_ Web Address: \_\_\_\_\_  
 Fax: (\_\_\_\_) \_\_\_\_\_  Please contact us to discuss other sponsorship opportunities

**Step 1:** Refer to 2017 Price Schedule (on reverse side of this form) for details on billboard and program advertising & pricing.

**Step 2:** For billboard sign, choose from options below:

- 4' x 8' Sign (Center Billboard) - \$5000
- 2' x 6' Sign (Premium Location) - \$1250
- 2' x 4' Sign (Deluxe Top Row) - \$750
- 2' x 4' Sign (Standard Location) - \$600
- 2' x 2' Sign (Civic Groups Only) - \$200  \$ \_\_\_\_\_

**Step 3:** If you are requesting a billboard sign, check one of the following boxes:

- New 4' x 8' Sign (\$250 Setup)*
- New 2' x 6' Sign (\$150 Setup)*
- New 2' x 4' Sign (\$100 Setup)*
- New 2' x 2' Sign (\$50 Setup)*
- Previous sponsor, use existing sign*  \$ \_\_\_\_\_

**Step 4:** For an ad in *The Berkeley Program*, choose from the following list of options:

- 1/2 Back Cover (Full Color) - \$900
- 1/2 Inside Front Cover (Full Color) - \$850
- 1/2 Inside Back Cover (Full Color) - \$800
- 1/2 Center Page (Full Color) - \$800
- 1/2 Inside Page (Full Color) - \$750
- 1/2 Inside Page (Grayscale) - \$600
- 1/4 Inside Page (Grayscale) - \$300
- 1/8 Inside Page (Grayscale) - \$175
- Business Card Size - \$100  \$ \_\_\_\_\_

**Step 5:** Calculate billboard and ad pricing:

Enter the Annual Sign Fee for the billboard location selected in Step 2: \$ \_\_\_\_\_

Enter the Setup Charge for the sign requested in Step 3: \$ \_\_\_\_\_

Enter the price of the ad requested in Step 4: \$ \_\_\_\_\_

**TOTAL DUE: \$ \_\_\_\_\_**

**Step 6:** Remit check for the **TOTAL DUE** payable to "Berkeley Township".

- Include this completed form along with your business card.
- Include camera-ready artwork or computer file (*preferred*) for ads and/or signs.

**Mail to:** Berkeley Township Department of Recreation, P.O. Box "B", Bayville, NJ 08721

- All program ads and billboard locations are subject to limited availability and prior sale. If requested ad spaces are unavailable at the time the request is received, the applicant will be given the option to purchase currently available space or receive a full refund.  
 - All 2016 advertisers will be given the option of renewing their program ad and billboard sign locations for the 2017 season.  
 - Artwork will be printed as received. Pdf computer files preferred. No modifications will be made. No faxed or photocopied artwork accepted.

**Call Berkeley Township Recreation Department @ (732) 269-4456 for further information**