



Spirit of the Follies

Madison Beach Club Follies
2024

ADVERTISING CONTRACT

Madison Beach Club • P.O. Box 686, Madison, CT 06443-0686 • 203.245.2714

Please insert my ad in the 2024 Follies program in the following size: (CHECK ONE)

- | | | | | | |
|---|---|----------|--|---|----------|
| <input type="checkbox"/> Centerfold – COLOR | 9 ⁷ / ₈ " x 7 ¹ / ₂ " | \$650.00 | <input type="checkbox"/> Full-Page, Business – COLOR | 4 ³ / ₈ " x 7 ¹ / ₂ " | \$340.00 |
| <input type="checkbox"/> Back Cover – COLOR | 4 ³ / ₈ " x 7 ¹ / ₂ " | \$510.00 | <input type="checkbox"/> Full-Page, Business – B&W | 4 ³ / ₈ " x 7 ¹ / ₂ " | \$240.00 |
| <input type="checkbox"/> Inside Front Cover – COLOR | 4 ³ / ₈ " x 7 ¹ / ₂ " | \$450.00 | <input type="checkbox"/> Full-Page, Family – COLOR | 4 ³ / ₈ " x 7 ¹ / ₂ " | \$270.00 |
| <input type="checkbox"/> Inside Back Cover – COLOR | 4 ³ / ₈ " x 7 ¹ / ₂ " | \$450.00 | <input type="checkbox"/> Full-Page, Family – B&W | 4 ³ / ₈ " x 7 ¹ / ₂ " | \$170.00 |
| <input type="checkbox"/> Official Sponsor* – COLOR | 4 ³ / ₈ " x 7 ¹ / ₂ " | \$440.00 | <input type="checkbox"/> Half-Page – COLOR | 4 ³ / ₈ " x 3 ⁵ / ₈ " | \$170.00 |
| <input type="checkbox"/> Official Sponsor* – B&W | 4 ³ / ₈ " x 7 ¹ / ₂ " | \$340.00 | <input type="checkbox"/> Half-Page – B&W | 4 ³ / ₈ " x 3 ⁵ / ₈ " | \$120.00 |
| | | | <input type="checkbox"/> Third-Page – B&W | 4 ³ / ₈ " x 2 ¹ / ₃ " | \$85.00 |
| | | | <input type="checkbox"/> Quarter-Page – B&W | 4 ³ / ₈ " x 1 ¹¹ / ₁₆ " | \$60.00 |
| | | | | or 2" x 3 ⁵ / ₈ " | |

* Official sponsors receive a full-page ad and special recognition inside the book.

My check for \$_____ payable to "Madison Beach Club Follies" is enclosed/attached.

ADVERTISER INFORMATION

CONTACT NAME _____

ADDRESS _____

PHONE _____ E-MAIL _____

MBC AD REP _____ DATE _____

Digital Files in PDF or MICROSOFT WORD format ARE PREFERRED, but most Mac and PC applications are supported. Special Microsoft Word templates for each ad size are available on the MBC website or by requesting one via email or phone from Gini Vancil, 203.430.1545 or mbcfollies@gmail.com. She can also answer any questions you may have.

Email your digital file(s) to mbcfollies@gmail.com by Monday, July 22

FILL OUT THIS SECTION ONLY IF YOU ARE NOT PROVIDING A DIGITAL VERSION OF YOUR AD:

- Copy should remain the same as page #_____ in the 2021 2022 2023 Follies program.
- Use ad on page #_____ in the 2021 2022 2023 Follies program, with changes attached.
- New copy attached.

All ads must be submitted by Monday, July 22

Spirit of the Follies

Madison Beach Club Follies
2024

June 28, 2024

Dear Fellow Members and Corporate Sponsors,

The 2024 MBC Follies committee is already hard at work to make this year's show, *Spirit of the Follies*, a great success. Advertising in the 87th annual Follies program provides important financial support for the production, promotes local businesses, and gives club members an opportunity to celebrate family and friends who are involved with the Follies, either as cast, crew, or committee.

We would like to ask for your continued support in submitting an advertisement for our program. On the reverse side of this letter is a form to make it easy to submit your request to advertise in this year's program. Please return the completed form, together with a check made payable to "Madison Beach Club Follies," to the club front desk, or mail it to: Madison Beach Club

P.O. Box 686
Madison, CT 06443

You may also email the ad to mbcfollies@gmail.com.

THE DEADLINE FOR SUBMITTING AN AD IS MONDAY, JULY 22.

Please don't worry if you're not sure how to design your ad — we are happy to put something together for you. Simply indicate what you would like to say and include any artwork or a photo you'd like to use, and we will create something fun.

Also, if you know of an individual or a business you think might want to take out an advertisement, please let us know and we will be happy to contact them.

With everyone's support, we will be able to put on a dazzling show and support local charities.

Thank you,

Follies Advertising Committee

Questions: Contact Gini Vancil at 203.430.1545 (texting preferred) or your contact person