



PROGRAM ADVERTISING

# Blue Hill Troupe, Ltd.

announces its 93rd Season:

THE BLUE HILL TROUPE brings high-quality theater performances to New York City audiences while raising money for New York City charities. The Troupe has raised over four million dollars since its founding in 1924.

Hailing from all walks of life and spanning several generations, Troupers donate time and energy to produce two full theatrical productions a year: a Broadway musical or light opera and a Gilbert and Sullivan operetta.

Although we do boast a number of professional theater people in our ranks, most Troupers make a living in other professions. Troupers sing and act, design and build sets, create costumes and props, wire lighting and sound systems, edit and produce the program, sell tickets and usher—in short, perform all the jobs required to put on a first-rate show—in their spare time and for the love of it. The quality of the performances we put on is testimony to the dedication and effort we are capable of as a group.

The Blue Hill Troupe has twice performed in Carnegie Hall with the New York Pops, and has been featured in the Metropolitan Museum of Art concert series. On television, the Troupe has been profiled on *CBS Sunday Morning* and the MetroArts/Thirteen performance series.

For more information, visit [www.bht.org](http://www.bht.org).

FALL 2016 SHOW

## *The Pirates of Penzance* *or, the Slave of Duty*

Music by ARTHUR SULLIVAN  
Libretto by WILLIAM S. GILBERT

Stage Director: Carl Schmehl  
Conductor/Music Director: William Remmers

**November 11-19, 2016**

Theatre at St. Jean's  
(184 E. 76th St.)

Gilbert & Sullivan's "The Pirates of Penzance", is a perennial favorite of audiences of all ages. It tells the story of Pirate apprentice Frederic, who at the age of 21 has completed his term on board and is ready to go and seek his fortune, and to fall in love with the beautiful daughter of a local Major General... but is thwarted by the discovery that his birthday on February 29th and therefore he has only celebrated 5 of them. Hilarity ensues!

This production offers a new, fresh look with a strong conception – as if we had never seen it before!

SPRING 2017 SHOW

## **CITY OF ANGELS**

Book by LARRY GELBART  
Music by CY COLEMAN  
Lyrics by DAVID ZIPPEL

Originally produced on Broadway by Nick Vanoff, Roger Berlind, Jujamcyn Theaters, Suntory International Corp. and The Shubert Organization  
Directed by Andy Sandberg  
Musical Direction by Andrew Sotomayor

**April 21-29, 2017**

El Teatro of El Museo del Barrio  
(1230 Fifth Avenue)

"City of Angels" is the rarest of musical comedies; one that is not only loaded with music and written in the contemporary jazz idiom, but also filled with sidesplitting comedy. Set in the glamorous, seductive Hollywood of the 40's, the world of film studios and flimsy negligees, the show chronicles the misadventures of Stine, a young novelist, attempting a screenplay for movie producer/director, Buddy Fidler. When his alter-ego and main film character, Stone, comes to life on stage, fantasy and reality intertwine to create an intricate, funny and touching double plot.

### **In support of Rocking the Boat, our 2016-17 Charity Partner**

Rocking the Boat empowers young people from the South Bronx to develop the self-confidence to set ambitious goals and gain the skills necessary to achieve them. Students work together to build wooden boats, learn to row and sail, and restore local urban waterways, revitalizing their community while creating better lives for themselves. Kids don't just build boats, boats build kids.

The Blue Hill Troupe is thrilled to help support Rocking the Boat's youth development mission and innovative boat-centric programs. Rocking the Boat's programmatic goals the Troupe will support are:

- Creating a welcoming environment where young people feel safe, respected, and cared for
- Helping young people set and achieve goals and, in turn,

develop a greater sense of pride and accomplishment

- Exposing young people to future opportunities: academic, professional, and personal
- Providing young people with the tools, resources, and guidance they need to reach their goals
- Helping young people use their unique experience at Rocking the Boat to impact the rest of their lives and to make positive contributions to their community and the world at large
- Introducing South Bronx community members of all ages to their local natural environment and providing opportunities to enjoy its waters aboard the organization's fleet of student-built wooden boats and to actively contribute to its restoration and preservation.

**Deadline for reservations: 10/14/16 for Pirates, 3/10/17 for City of Angels.**

**Commit by October 14 to advertise in both programs and receive a 20% discount.**

**Purchase a full page ad in both programs and receive 2 free tickets to City of Angels.**

Contract/Invoice for both programs is on the reverse of this sheet. ➡

# 2016–2017 Season: *Pirates and Angels*

Net proceeds benefit **Rocking the Boat**.

Programs are distributed to a highly-educated, professional, and upscale audience of **1,560** people during 8 performances at the Theatre at St. Jean's, November 2016 (FALL SHOW) or **3,750** people during 6 performances at El Teatro of El Museo del Barrio, April 2017 (SPRING SHOW).

**ADVERTISER INFORMATION—PLEASE PROVIDE ALL INFORMATION REQUESTED IN THIS SECTION**

Advertiser		
Address		City/State/Zip
Telephone	Fax	E-mail
Contact Name	Contact Phone	Authorizing Signature

Ad sold by: \_\_\_\_\_ Affiliation  Rocking the Boat  BHT

ADVERTISING RATES			FALL SHOW		SPRING SHOW		BOTH SHOWS (20% DISCOUNT)	
	LIVE AREA (W x H)		✓	NET RATE*	✓	NET RATE*	✓	NET RATE*
<b>ADVERTISING SPACE</b>	<b>No bleed (standard)</b>	<b>Optional full bleed (no additional charge)</b>						
Full page	5" x 8"	6.25" x 9.25"		\$425		\$850		\$1,020
Half page	5" x 4"			\$240		\$480		\$576
Quarter page VERTICAL	2.5" x 4"			\$150		\$300		\$360
Quarter page HORIZONTAL	5" x 2"			\$150		\$300		\$360
Two-page spread	each page 5" x 8" (1" gutter)	12.25" x 9.25"		\$750		\$1,500		\$1,800
Outside back cover	5" x 8"	6.25" x 9.25"		\$1,250		\$2,500		\$3,000
Inside front cover, inside back cover, or inside front facing page	5" x 8"	6.25" x 9.25"		\$750		\$1,500		\$1,800
Underwritten editorial pages	two-page spread			\$425		\$850		\$1,020
	single (full) page			\$240		\$480		\$576
<input type="checkbox"/> I am taking a <b>full page ad</b> or greater in <b>both</b> programs and request my <b>2 complimentary tickets to the spring show</b> .								<input type="checkbox"/> Yes <input type="checkbox"/> No
<input type="checkbox"/> I am not interested in advertising, but would like to make a <b>contribution</b> in the amount of:								\$ _____
Please send me a copy of the final program: <input type="checkbox"/> Printed <input type="checkbox"/> Electronic (PDF) <input type="checkbox"/> No thank you						<b>TOTAL AMOUNT:</b>		\$ _____

\* The Blue Hill Troupe program is not commissionable to advertising agencies

SUBMISSION DEADLINES	Fall Show or Both Shows	Spring Show Only
Reservation & copy/materials	<b>10/14/2016</b>	<b>3/10/2017</b>
Payment in full	<b>10/28/2016</b>	<b>3/31/2017</b>

RETURN VIA EMAIL TO: advertising@bht.org  
 MAIL WITH PAYMENT AND AD MATERIALS TO:  
 BHT Advertising  
 c/o Johnson  
 220 Richbell Road, B-2  
 Mamaroneck, NY 10543

MAKE CHECKS PAYABLE TO:  
 Blue Hill Troupe, Ltd.  
 (a non-profit organization)

FOR CREDIT CARD PAYMENT: Go to [www.bht.org](http://www.bht.org) and click on "Advertise"

**FILE/MECHANICAL REQUIREMENTS: PRINTING**

**Line screen: 133 • Trim Size: 6" x 9" • Bleed: .125" • Safety: 0.5" from all edges**

Program prints in black ink only, except the outside back cover (CMYK).

Ad copy must fit into size of ad size purchased or it will be edited as necessary.

Material may be submitted in the following formats: **PLEASE CHECK ALL THAT APPLY**

- Preferred Format:** High resolution (Press) Adobe Acrobat .pdf file
- InDesign file—with fonts and digital art packaged
- High-resolution digital file in other format: *(please specify)* \_\_\_\_\_
- Reproducible artwork (to be scanned)  Text copy to be typeset
- Repeat ad from: *(season/show)* \_\_\_\_\_

**Electronic materials (art or copy) may be emailed to advertising@bht.org**

- Submitted via email  Enclosed with this form (as hardcopy, disk or USB drive)

**THIS CONTRACT IS ALSO YOUR INVOICE. PLEASE RETURN IT WITH YOUR CHECK AND MAKE A COPY FOR YOUR RECEIPT.**