



PROGRAM ADVERTISING

Blue Hill Troupe, Ltd.

announces its 95th 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 nearly nine million dollars (adjusting for inflation) since 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.

FALL 2018 SHOW

Once Upon a Mattress

Music by Mary Rodgers Lyrics by Marshall Barer

Book by Jay Thompson, Dean Fuller, and Marshall Barer

Stage Director & Choreographer: Shea Sullivan
Conductor/Music Director: Trevor Pierce

November 9-17, 2018

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

If you thought you knew the story of 'The Princess and The Pea,' you may be in for a walloping surprise! Did you know, for instance, that Princess Winnifred actually swam the moat to reach Prince Dauntless the Drab? Or that Lady Larken's love for Sir Harry provided a rather compelling reason that she reach the bridal altar post haste? Or that, in fact, it wasn't the pea at all that caused the princess a sleepless night? Carried on a wave of wonderful songs, by turns hilarious and raucous, romantic and melodic, this rollicking spin on the familiar classic of royal courtship and comeuppance provides for some side-splitting shenanigans. Chances are you'll never look at fairy tales quite the same way again.

In support of our 2018-2019 charity partner:

Blue Hill Troupe is proud to partner with NYC Outward Bound Schools this season. NYC Outward Bound Schools transforms schools and changes lives by bringing their educational approach to NYC's young people and their public schools, with a focus on students from educationally underserved communities.

NYC Outward Bound Schools operates a network of public schools in partnership with the NYC Department of Education that fully embody their educational approach, using the national EL Education model, and also feature intensive supports around college access and preparation, as well as leadership and character-building programming for students. They also bring their approach and most effective and replicable

SPRING 2019 SHOW

The Gondoliers; or, The King of Barataria

Music by ARTHUR SULLIVAN
Libretto by WILLIAM S. GILBERT

Stage Director: Marc Verzatt
Conductor/Music Director: Tyson Deaton

April 5-13, 2019

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

The *Gondoliers* is a tale of two humble gondoliers and the flower girls they love. Before they can embark on married life, the Grand Inquisitor reveals that one of them is the king of faraway Barataria, but nobody knows which. Matters are further complicated when they learn that whichever one is king was married as an infant to an impoverished Spanish princess. She, of course, secretly loves another. How will this romantic and political muddle be solved? With witty dialogue, bursts of colorful dancing, and some of the most joyous music ever written.



**NYC OUTWARD BOUND
SCHOOLS**

practices to a growing number of public schools and youth-serving organizations outside of their network.

Since their founding more than 30 years ago, NYC Outward Bound Schools have helped to bring out the best in more than 100,000 students, preparing them for success in college, careers, and citizenship, while simultaneously working to redefine what educational excellence looks like in our city's public schools.

Partnering with the Blue Hill Troupe will allow NYC Outward Bound Schools to continue to transform schools and change lives for NYC youth.

Learn more: <http://www.nycoutwardbound.org/>

**Deadline for reservations: 10/12/18 for *Once...Mattress*, 3/1/19 for *Gondoliers*.
Commit by October 12 to advertise in both programs and receive a 20% discount.
Purchase a full page ad in both programs and receive two free tickets to *The Gondoliers*.**

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

2018–2019 Season: *Once Upon a Mattress* and *The Gondoliers*

Net proceeds benefit NYC Outward Bound Schools

Programs are distributed to a highly-educated, professional, and upscale audience of **1,990** people during 10 performances at the Theatre at St. Jean's, November 2018 (FALL SHOW) or **1,990** people during 10 performances at the Theatre at St. Jean's, April 2019 (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 NYC Outward Bound Sch BHT

| ADVERTISING RATES | | | FALL SHOW | | SPRING SHOW | | BOTH SHOWS (20% DISCOUNT) | |
|---|-------------------------------|---|-----------|-----------|-------------|----------------------|---------------------------|--|
| | LIVE AREA (W x H) | | ✓ | NET RATE* | ✓ | NET RATE* | ✓ | NET RATE* |
| ADVERTISING SPACE | No bleed (standard) | Optional full bleed (no additional charge) | | | | | | |
| Full page | 5" x 8" | 6.25" x 9.25" | | \$550 | | \$550 | | \$880 |
| Half page | 5" x 4" | | | \$350 | | \$350 | | \$560 |
| Quarter page VERTICAL | 2.5" x 4" | | | \$250 | | \$250 | | \$400 |
| Quarter page HORIZONTAL | 5" x 2" | | | \$250 | | \$250 | | \$400 |
| Two-page spread | each page 5" x 8" (1" gutter) | 12.25" x 9.25" | | \$1,000 | | \$1,000 | | \$1,600 |
| Outside back cover (full color) | 5" x 8" | 6.25" x 9.25" | | \$3,000 | | \$3,000 | | \$4,800 |
| Inside front cover, inside back cover, or inside front facing page | 5" x 8" | 6.25" x 9.25" | | \$1,500 | | \$1,500 | | \$2,400 |
| Underwritten editorial pages | two-page spread | | | \$1,000 | | \$1,000 | | \$1,600 |
| | single (full) page | | | \$550 | | \$550 | | \$880 |
| <input type="checkbox"/> I am taking a full page ad or greater in both programs and request my 2 complimentary tickets to the spring show. | | | | | | | | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| <input type="checkbox"/> I am not interested in advertising, but would like to make a contribution 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 | | | | | | TOTAL AMOUNT: | | \$ _____ |

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

| SUBMISSION DEADLINES | Fall Show or Both Shows | Spring Show Only |
|------------------------------|-------------------------|------------------|
| Reservation & copy/materials | 10/12/2018 | 3/1/2019 |
| Payment in full | 10/26/2018 | 3/15/2019 |

RETURN VIA EMAIL TO: advertising@bht.org
 MAIL WITH PAYMENT AND AD MATERIALS TO:
 BHT Advertising
 P.O. Box 286800
 Yorkville Station
 New York, NY 10128

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

FOR CREDIT CARD PAYMENT: Go to 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.