



PROGRAM ADVERTISING

Blue Hill Troupe, Ltd.

announces its 98th 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 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 2021 SHOW

URINETOWN: THE MUSICAL

Music and Lyrics by Mark Hollmann
Book and Lyrics by Greg Kotis

Stage Director & Choreographer: Gary Slavin
Conductor/Music Director: Matthew Stephens

November 10-14, 2021

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

Urinetown: The Musical is a satirical musical comedy that premiered in 2001. A sidesplitting sendup of greed, love, revolution (and musicals!) that takes aim at the legal system, capitalism, social irresponsibility, populism, bureaucracy, corporate mismanagement, and municipal politics in a time when water is worth its weight in gold, it is as relevant (and funny!) today as it was 20 years ago (perhaps more so).

SPRING 2022 SHOW

THE SORCERER

Music by Sir Arthur Sullivan
Libretto by William S. Gilbert

Stage Director & Choreographer: Jessica Harika
Conductor/Music Director: David Schmidt

April 27-May 1, 2022

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

Magical mix-ups and mayhem ensue in Gilbert & Sullivan's first full-length operetta, which features Sullivan's most buoyant and festive score and giddy Upstairs/Downstairs complications from Gilbert. Wishing his fellow villagers to discover true love as he has, young Alexis Pointdextre hires a sorcerer to spike the tea at his engagement party with a powerful love potion. Alack! Every possible mishap occurs! Will he and his own true love survive the sorcery? Come find out!

In support of our charity partner:

Blue Hill Troupe is proud to partner with **LSA Family Health Service** this season.

From the ages of 0 to 3, a baby's brain grows to 80% of its adult size and is twice as active as adults. Decades of research have shown just how important children's earliest experiences are for their long-term well-being.

LSA's Parenting & Child Development program (PCD) fosters healthy child development from zero to three years of age. Serving nearly 100 East Harlem mothers and their children, most are immigrant families living in deep poverty with little or no resources, low literacy levels, speak/understand only Spanish or indigenous languages, and have a history of trauma.

Bi-lingual (Spanish/English) early childhood specialists guide parents in helping their children achieve



developmental milestones at the appropriate time. The program also includes the screening of each parent to determine social-emotional competencies, home visiting, on-site LSA socialization groups, mental health services, referrals, and Head Start transitions.

The PCD program is critical to giving East Harlem children a good start, so as they grow they see a path out of poverty to become successful adults. The generosity of the Blue Hill Troupe in selecting LSA as its Charity Partner is very much needed to help ensure that they can maintain this key program.

Deadline for reservations: 10/15/21 for *Urinetown*, 3/4/22 for *The Sorcerer*.

Commit by October 15 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 Sorcerer*.

2020 Sorcerer ad holders who contribute to 2022 will receive special recognition in the program.

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

2021–2022 Season: Urinetown: The Musical & THE SORCERER

Net proceeds benefit LSA Family Health Service

Programs are distributed to a highly-educated, professional, and upscale audience of approx. **1,200** people during 6 shows in November 2021 (FALL SHOW) or approx. **3,500** people during 6 shows in, April 2022 (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: LSA Fam. Health Svc. BHT

| ADVERTISING RATES | | | FALL SHOW | | SPRING SHOW | | BOTH (20% OFF) | |
|--|-------------------------------|--|-----------|-----------|------------------------------------|-----------|----------------|-----------|
| ADVERTISING SPACE* | LIVE AREA (W x H) | | | | (NOTE BELOW if you took a 2020 Ad) | | | |
| | No bleed (standard) | Optional full bleed (no additional charge) | ✓ | NET RATE* | ✓ | NET RATE* | ✓ | NET RATE* |
| Full page | 5" x 8" | 6.25" x 9.25" | | \$550 | | \$850 | | \$1120 |
| Half page | 5" x 4" | | | \$350 | | \$480 | | \$664 |
| Quarter page VERTICAL | 2.5" x 4" | | | \$250 | | \$300 | | \$440 |
| Quarter page HORIZONTAL | 5" x 2" | | | \$250 | | \$300 | | \$440 |
| Two-page spread | each page 5" x 8" (1" gutter) | 12.25" x 9.25" | | \$1,000 | | \$1,500 | | \$2,000 |
| Outside back cover (full color) | 5" x 8" | 6.25" x 9.25" | | \$2,000 | | \$3,000 | | \$4,000 |
| Inside front cover, inside back cover, or inside front facing page | 5" x 8" | 6.25" x 9.25" | | \$1,000 | | \$1,500 | | \$2,000 |
| Underwritten editorial pages | two-page spread | | | \$550 | | \$850 | | \$1,120 |
| | single (full) page | | | \$350 | | \$480 | | \$664 |

I am taking a **full page ad** or greater in **both** programs and request 2 complimentary tickets to the spring show. Yes No

I paid for an ad in the 2020 Sorcerer, and want to make an extra contribution to support the 2022 Sorcerer too!** \$ _____

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: Printed Electronic (PDF) No thank you **TOTAL DUE:** \$ _____

* The BHT program is not commissionable to advertising agencies. **2020 Sorcerer ad holders who contribute to 2022 will receive special recognition in the program.

| SUBMISSION DEADLINES | Fall Show or Both Shows | Spring Show Only |
|------------------------------|-------------------------|------------------|
| Reservation & copy/materials | 10/15/2021 | 3/4/2022 |
| Payment in full | 10/28/2021 | 3/25/2022 |

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.