



PROGRAM ADVERTISING

Blue Hill Troupe, Ltd.

announces its 99th 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 \$9 million (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-style musical 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 testament 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 2022 SHOW

The Addams Family A NEW MUSICAL COMEDY

Book by Marshall Brickman and Rick Elice
Music and Lyrics by Andrew Lippa
Based on Characters Created by Charles Addams

Stage Director & Choreographer: Gary Slavin
Conductor/Music Director: Alex Ngo

November 4-12, 2022

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

THE ADDAMS FAMILY, a comic musical that embraces the wackiness in every family, features a story that is every father's nightmare: Wednesday Addams, the ultimate princess of darkness, has grown up and fallen in love with a sweet, smart young man from a respectable family ... whom she's invited to dinner with her family. What could possibly go wrong?

SPRING 2023 SHOW

The Pirates of Penzance, or, The Slave of Duty

Music by Sir Arthur Sullivan
Libretto by William S. Gilbert

April 26 - 30, 2023

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

Meet a merry band of pirates and their young apprentice, Frederic. Having at last come of age, Frederic is ready to renounce piracy and give his heart to Mabel, the Major General's daughter. But, to his dismay, he discovers that he was born in a leap year and won't reach his true 21st birthday for another 63 years. What's to be done? Can Mabel wait that long?! One of Gilbert & Sullivan's most iconic operettas has the answers, along with some of the pair's most beloved songs.

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 adult's. 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 and low literacy levels; many speak/understand only Spanish or indigenous languages and have a history of trauma.

Bilingual 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: 10/14/22 for *The Addams Family* and 3/3/23 for *The Pirates of Penzance*. Commit by October 14 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 Pirates of Penzance*. **Contract/Invoice for both programs is on the reverse of this sheet.** → → → →**

2022–2023 Season: *The Addams Family* and *The Pirates of Penzance*

Net proceeds benefit **LSA Family Health Service**

Programs are distributed to an audience of approximately **1,790** people during 9 shows in November 2022 (FALL SHOW) or approximately **3,500** people during 6 shows in April 2023 (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*	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		\$1,120
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
<input type="checkbox"/> I am taking a full page ad or greater in both programs and request 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 DUE:	\$ _____	

* The BHT program is not commissionable to advertising agencies.

SUBMISSION DEADLINES	Fall Show or Both Shows	Spring Show Only
Reservation & copy/materials	10/14/2022	3/2/2023
Payment in full	10/27/2022	3/23/2023

RETURN VIA EMAIL TO: advertising@bht.org
 MAIL WITH PAYMENT AND AD MATERIALS TO:
 Blue Hill Troupe - Ads
 263 West 38th Street
 14th Floor
 New York, NY 10018

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.