

SUMMER 2023

SCREEN AD SPONSORSHIP

MASS MoCA

SPONSOR INFORMATION

Sponsor Company _____ Company is a MASS MoCA tenant
Contact Name _____ Email _____
Address _____ Phone _____
City _____ State _____ Zip _____

SIZE

RATES

Full Screen \$750
Half Screen \$395

Apply MASS MoCA tenant 15% discount

SEASONS

RUN DATES *

Summer 2023 May 17 – Sept 5
Fall 2023 Sept 6 – Dec 31

SPONSOR 2 SEASONS GET 10% OFF (tenants get 20% off)

*Ad materials must be delivered by due date

SPONSORSHIP TOTAL:

\$ _____

SCREEN AD SPECS* - HIGH-RES JPG

Full Screen: 1920 pixels x 1080 pixels, horizontal
Half-screen: 960 pixels x 1080 pixels, vertical

*a more detailed design guide can be found on the second page

SUMMER DUE DATES

RESERVATION & PAYMENT DUE **APRIL 7**
ARTWORK DUE **APRIL 28**

FALL DUE DATES

RESERVATION & PAYMENT DUE **JULY 21**
ARTWORK DUE **AUGUST 18**

Signature _____ Date _____

PAYMENT INFORMATION

Check enclosed (made out to MASS MoCA)

Charge credit card: Card Number _____ Exp. Date _____

Ads must be sent digitally to the email address program@massmoca.org

TO RESERVE SPACE, SEND FORM & PAYMENT TO MASS MoCA:

EMAIL: program@massmoca.org
MAIL: Attn: Communications, 1040 MASS MoCA Way, North Adams, MA 01247
FAX: 413.663.8548

EMAIL ARTWORK FILE TO: program@massmoca.org

ARTWORK GUIDE

To ensure that your design looks good and neatly fits our layout, please follow our detailed file preparation guidelines. This production guide is written for individuals with previous design experience.

Questions? Contact marketing@massmoca.org, 413.664.4481 x8156

**Please note, ads must be sent in final format. MASS MoCA cannot design your ad, though we are happy to suggest freelance designers who can assist.

SIZE

SIZE	SHAPE	DIMENSIONS
Full screen	horizontal	1080 pixels x 1920 pixels (20in x 11.25in)
Half screen	vertical	960 pixels x 1080 pixels (10in x 11.25in)

SUPPORTED FILE FORMATS

STRONGLY PREFERRED

TIFF or JPG (96ppi)

ALSO ACCEPTED

InDesign
Adobe Illustrator EPS

OTHER GUIDELINES

We prefer digital files submitted via email attachment

FILE NAMES

Please include the establishment name in the file name

DESIGN GUIDELINES

A guide to digital signage design can be found [here](#).

