



Celebrating 90 Years of BHEC 12516

Berkshire Hills Eisenberg Camp is celebrating our 90th Anniversary this summer! We are putting together a Commemorative Journal of BHEC history and highlights to mark this milestone occasion. We invite the entire camp community to contribute to our anniversary publication by creating a page that documents your time or your child's time in camp. Detailed information about the Journal and personal ads are below.

Planning Your Ad

Ads are available in full- or half-page sizes. What to put on your page? That is up to you! You may select a few photos from your time in camp, include your camp history, a few inside jokes or favorite memories. We encourage you to preview the sample layouts in this packet to get an idea of how many photos to use on the page.

Designing Your Ad

There are two options for designing your ad:

- 1) Pre-designed pages: Just select the photos you want to include and type the text you want to use on a Word document. Template pages are included in this packet to offer an idea of what your page would look like. A professional designer will organize your content for you once you have submitted it.
- 2) Create your own: If you would like to design your own ad, we will provide PowerPoint files for both full- and half-page ads for you to design your own page. You will need Microsoft Powerpoint for this option. Once you open the template, you will see text boxes and photo boxes to get you started. Feel free to get creative and make this page your own.

Instructions for Submitting Your Ad

Fill out the registration [form linked here](#).

Once it is complete, you will be emailed a link to a Google Drive folder for you to upload your pages pictures.

Please email 90Years@bhecamp.org once your photos are submitted.

The deadline to submit all content is June 1, 2021.

Full-page ads: \$200

Half-page ads: \$100

You will receive one copy of the Journal, *Celebrating 90 Years of BHEC: 12516*, at the Anniversary Celebration weekend in camp on September 3-6. If you are unable to attend, the Journal will be mailed to you.



Submission Formats

Photos

JPEG, TIFF or PDF files accepted

Scans: High-resolution, 300dpi, Color Photo Quality

Photos: 300dpi, at approx. 4x6"

Photos taken with a smartphone are acceptable. Please make sure scans and photos are cropped straight and the colors and exposure are the best quality possible.

Text

We recommend creating a **TITLE** for your ad that includes your name and Camp years. Short **CAPTIONS** can be added for up to 2 photos. Body copy should be limited to 75 words or less. A Word doc is the preferable file format for submitting text. Under the Tools menu, select "Word Count" to tally the total of words in your document.

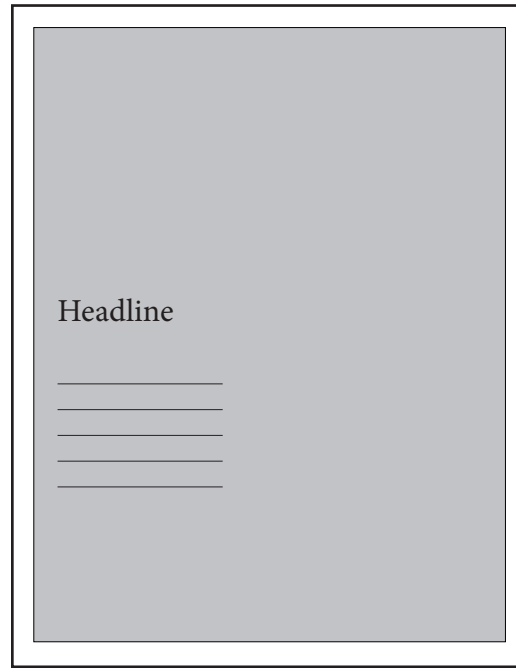
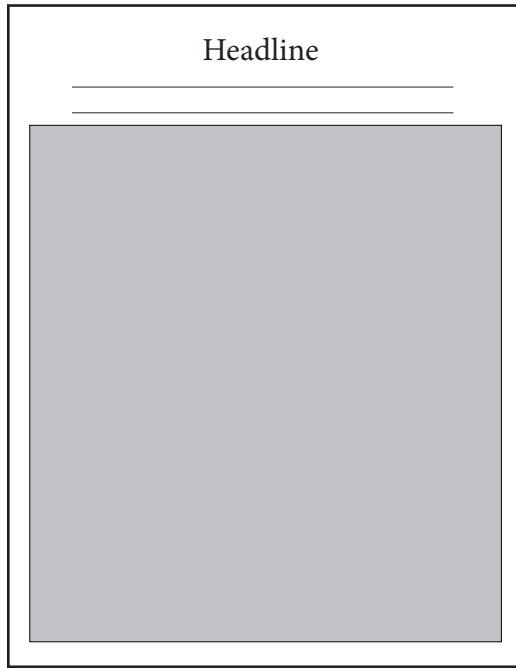
Thank you for contributing to our Commemorative Journal, *Celebrating 90 Years of BHEC: 12516*. Berkshire Hills continues to thrive thanks to our generous and committed community of alumni, parents, and campers!

Please email 90Years@bhecamp.org for questions about the Journal or our Anniversary Weekend.

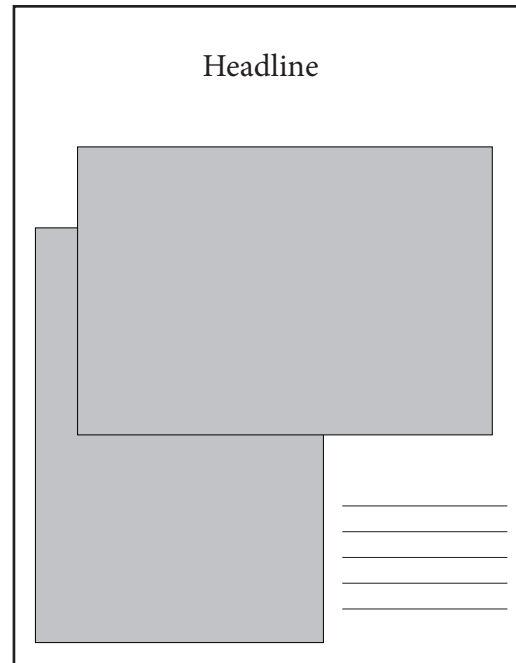
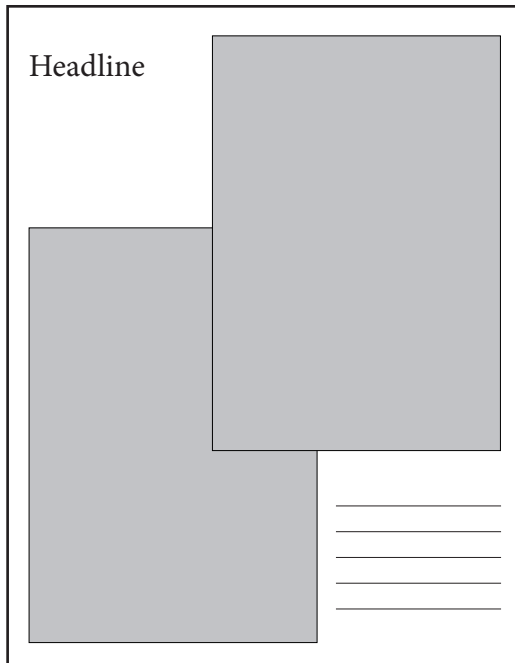


FULL PAGE SAMPLES

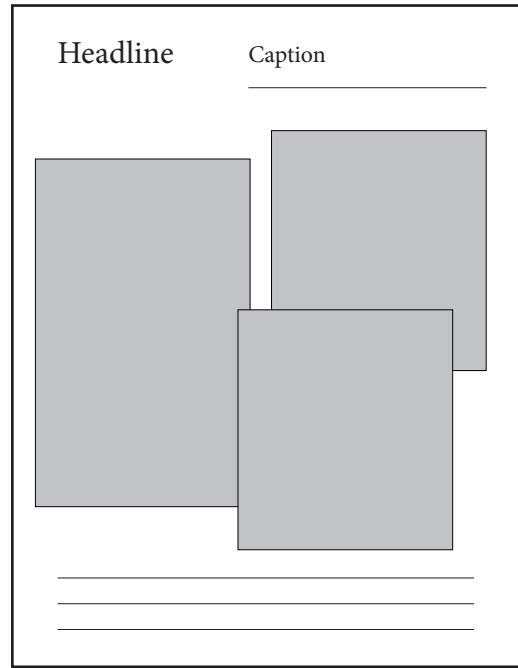
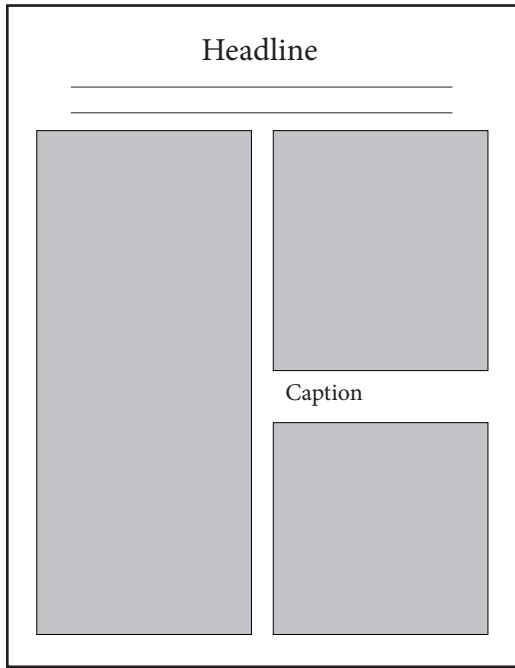
1 PHOTO



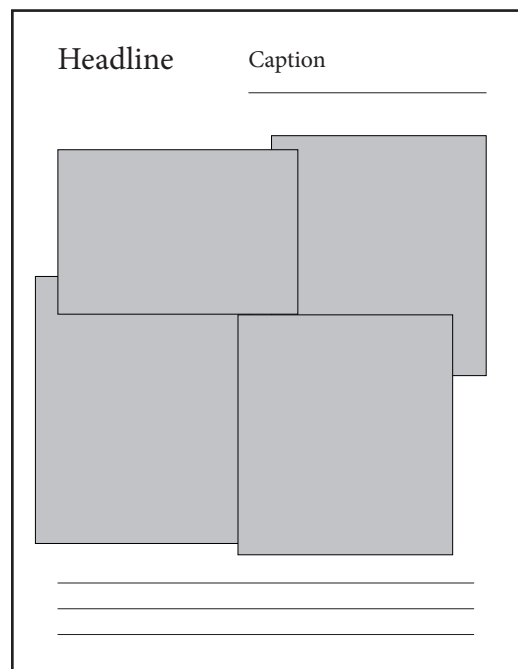
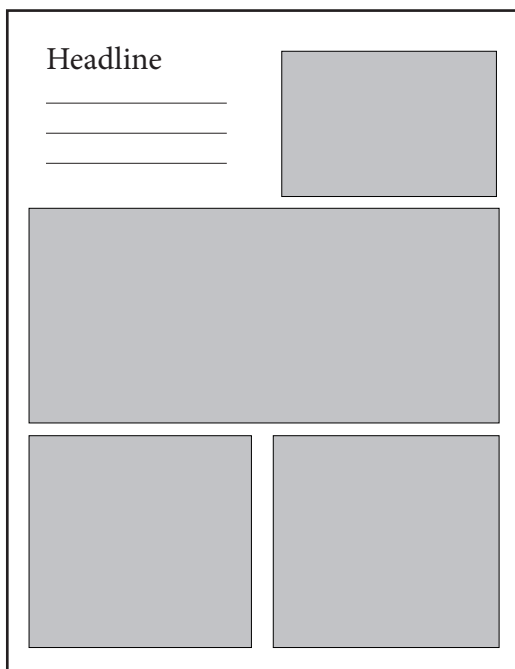
2 PHOTOS



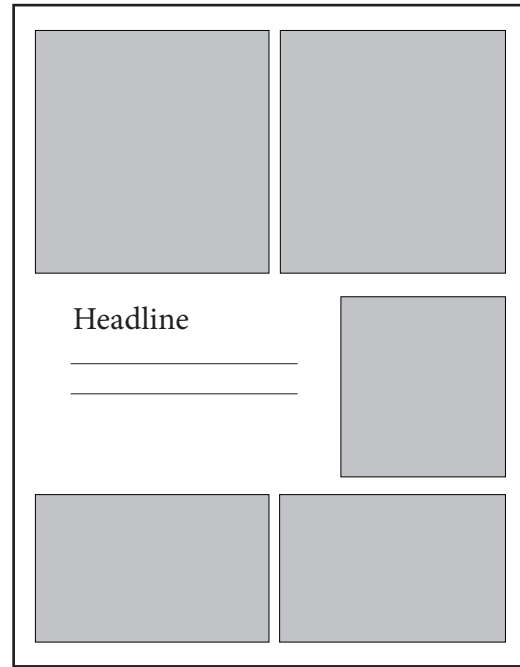
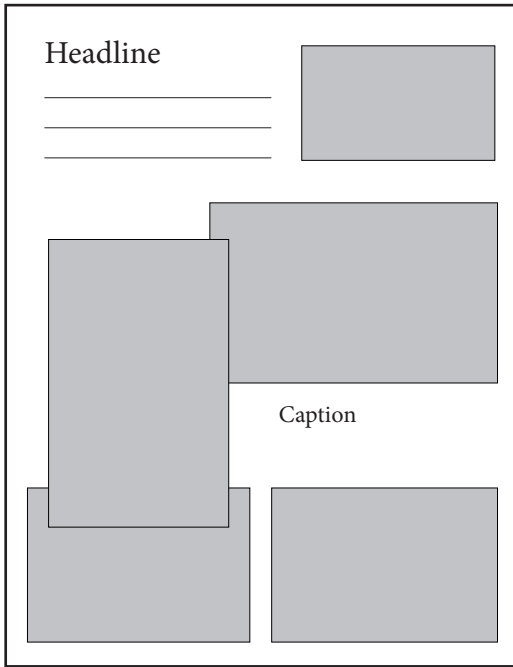
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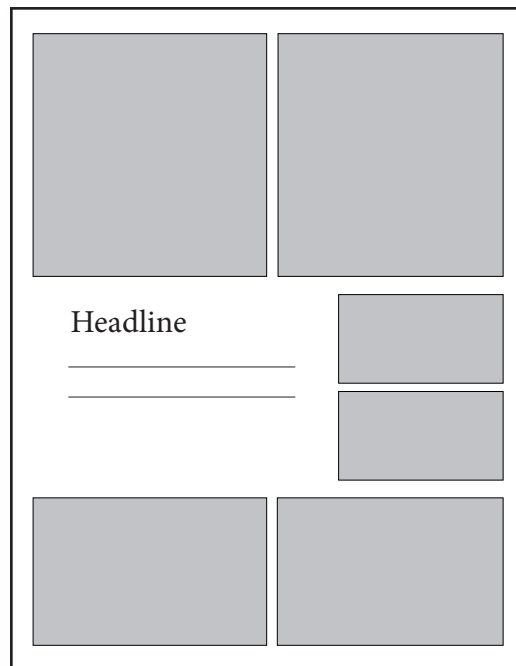
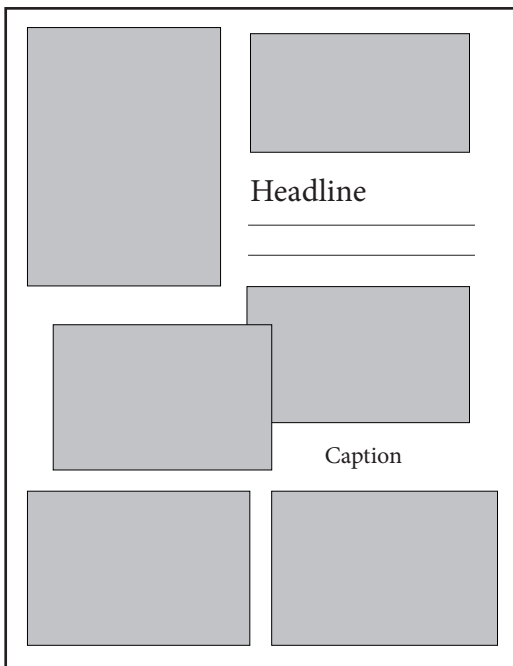
4 PHOTOS



5 PHOTOS



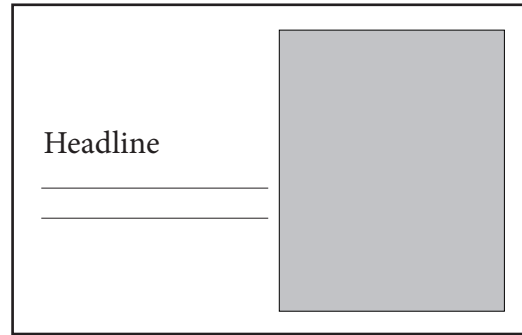
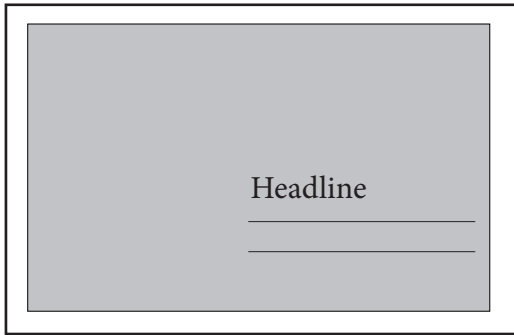
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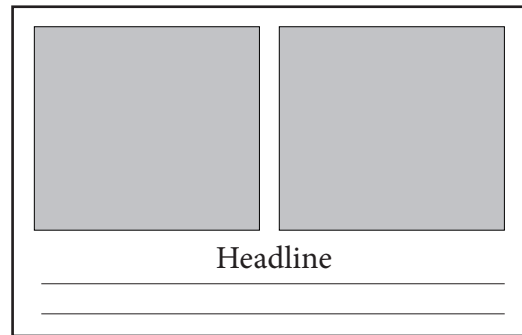
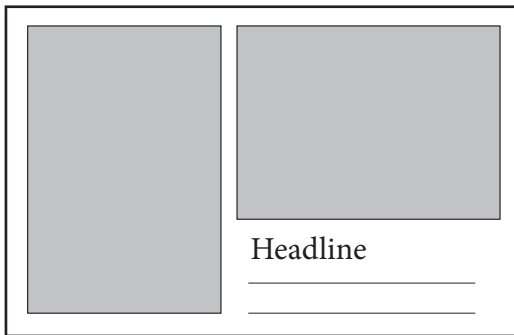


HALF PAGE SAMPLES

1 PHOTO



2 PHOTOS



3 PHOTOS

