



MEDIA KIT

2024

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SOMERSFIELD
Montessori & International Baccalaureate Programmes
ACADEMY

"ANNIE KIDS"

March 15 & 16

We invite businesses and individuals to be part of the magic by purchasing print and digital advertising space for our "Annie Kids" Production.

First school production since 2020!



Under the stewardship of Artistic Director, Gerlie Bell, Production Coordinator, Julie Yoon, and Drama Club Supervisors Tiffany Fox and Maria Hay, we invite you to step into the enchanting world of the Award-winning "Annie Kids," where the timeless tale of optimism and hope unfolds on our school stage. Follow the adventures of little orphan Annie as she escapes the clutches of the tyrannical Miss Hannigan and discovers a new life filled with love and unexpected friendships. Set against the backdrop of 1930s New York City, this heartwarming musical is brimming with catchy tunes, delightful choreography, and a message that resonates across generations.

SOMERSFIELD ACADEMY



WHO WE ARE

Established in 1991 under the guidance of the Montessori Trust, Somersfield Academy has undergone transformative growth, becoming a beacon of educational innovation and progressive thinking in Bermuda. With over 38 nationalities represented in the student body and staff, we instill a global perspective, which is central to our mission.

THE ADVANTAGE

Our IB and Montessori educational continuum, in tandem with our tight-knit community, positions us as a global hub for education. At Somersfield, we develop students who are well-educated, socially aware, compassionate, and independent thinkers.

DUAL IMPACT

All funds raised will have a dual impact, directly supporting the performing arts and yearbook co-curricular programmes at Somersfield Academy and ensuring the continued thriving of creativity and talent in our school community. Join us in bringing "Annie Kids" to the stage and capturing the essence of 2023-24 in our yearbook.



1.6K

MAILING LIST



2.4K

UNIQUE VIEWS
(MONTHLY)



1.6K

FOLLOWERS



1.7K

FOLLOWERS



530+

STUDENTS

ADVERTISING RATES

INSIDE FRONT COVER (FULL PAGE)

<i>Annie Kids Programme (print & digital)</i>	\$1,300
<i>Yearbook</i>	N/A
<i>Both (discount rate)</i>	N/A

OUTSIDE BACK COVER (FULL PAGE)

<i>Annie Kids Programme</i>	\$1,000
<i>Yearbook</i>	N/A
<i>Both (discount rate)</i>	N/A

FULL PAGE

<i>Annie Kids Programme</i>	\$950
<i>Yearbook</i>	\$1,900
<i>Both (discount rate)</i>	\$2,650

HALF PAGE

<i>Annie Kids Programme</i>	\$450
<i>Yearbook</i>	\$1,250
<i>Both (discount rate)</i>	\$1,500

QUARTER PAGE

<i>Annie Kids Programme</i>	\$250
<i>Yearbook</i>	\$650
<i>Both (discount rate)</i>	\$700

EIGHTH PAGE

<i>Annie Kids Programme</i>	\$50
<i>Yearbook</i>	\$100
<i>Both (discount rate)</i>	N/A

PATRON (BUSINESS & NON-BUSINESS)

<i>Annie Kids Programme</i>	\$2,000
<i>Yearbook</i>	\$3,000
<i>Both (discount rate)</i>	N/A



PATRON BENEFITS

“Annie Kids” Production

BUSINESS

- 4 complementary tickets.
- 1 x Sponsored ad connecting your business as a supporter of the performing arts (fully designed, pinned 1-2 weeks).
- 2 x social media stories (within 2 weeks).
- 1 article on the Somersfield blog (600+ views/week), shared in STAR Parent newsletter (900+ contacts), Alumni Focus newsletter (150+ contacts), as well as a mention in the press release (to all news outlets).
- Full-page congratulatory message/ad (option for us to design) and logo added to all attendee emails.

NON-BUSINESS

- 4 complementary tickets.
- Somersfield branded sharky plushy.
- Full-page congratulatory message in programme to cast and crew.

Yearbook

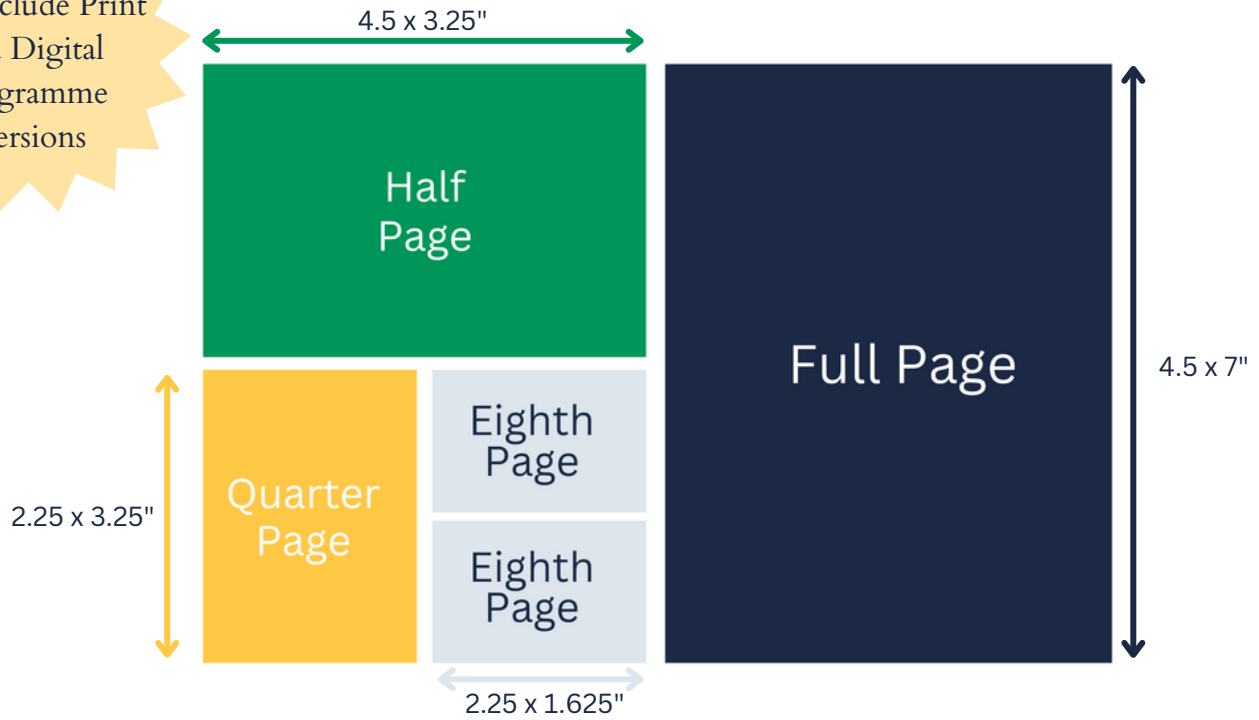
- Contact marketing@somersfield.bm for custom packages.



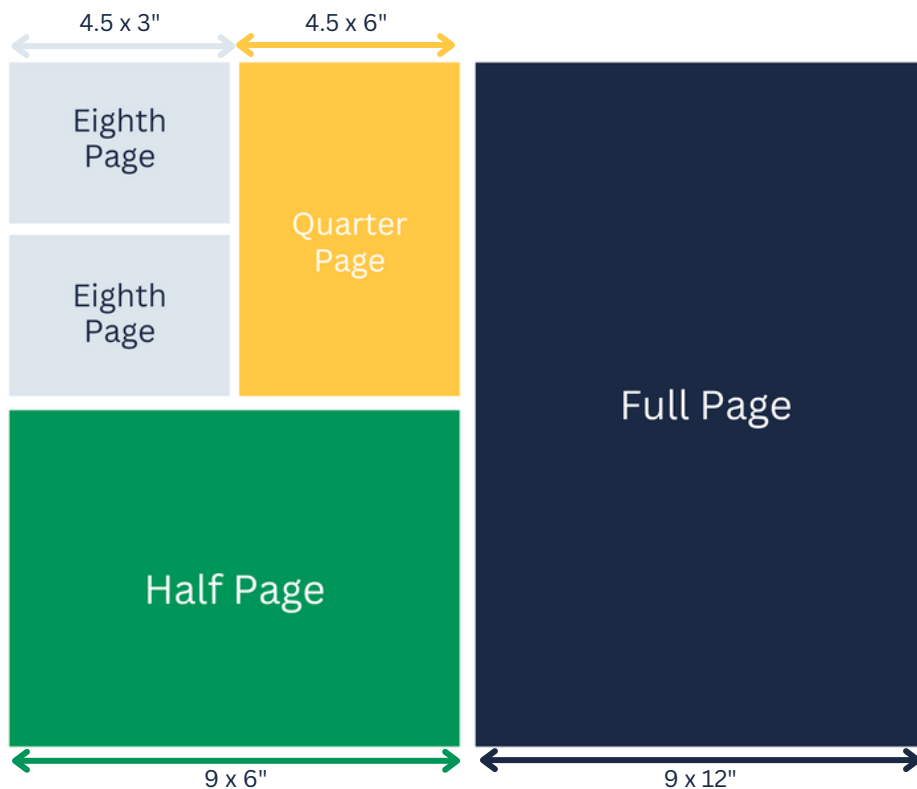
LAYOUT & SPECS

New!
Ads Include Print
and Digital
Programme
Versions

“Annie Kids” Programme



Yearbook



KEY DATES

“ANNIE KIDS”

<i>Booking</i>	FEBRUARY 21
<i>Content Due</i>	MARCH 1
<i>Programme Issuance (digital & printed)</i>	MARCH 15 + 16
<i>Patron Digital Ads</i>	JANUARY 11 - MARCH 18

YEARBOOK

<i>Booking</i>	MAY 1
<i>Content Due</i>	MAY 15
<i>Issuance</i>	JUNE 29

REGISTER

Fill out a Rates and Reservation Google form to book ad space.

Please submit your ads as high-resolution PDF, CMYK, 300 dpi; add 0.125" bleed to all full page ads; name files with your business name & publication. Provide crop marks for bleed ads only.

<http://tinyurl.com/RatesAndReservationsForm>



PAYMENT DETAILS

All payments must be received by February 21 to assure a smooth run. For bank transfers, please send us an email with confirmation immediately. No cancellations will be accepted after closing dates.

Somersfield Academy
Butterfield Bank
BMD 2000 6060 887473 100
USD 20006840 887473 100