

# ORLANDO BALLET

ROBERT HILL | ARTISTIC DIRECTOR

## 2018/19 SEASON PROGRAM AD RATES & SPECIFICATIONS

### SEASON PROGRAM AD RATES

	ALL PRODUCTIONS (Excluding <i>The Nutcracker</i> )	SINGLE PRODUCTION	THE NUTCRACKER
Back Cover ( <i>Premium</i> )	\$5,000	\$2,200	\$2,800
Inside Front Cover ( <i>Premium</i> )	\$3,750	\$1,700	\$2,200
Inside Back Cover ( <i>Premium</i> )	\$3,650	\$1,600	\$2,100
Facing Inside Front Cover (Page 1, Full Page Non-Bleed)	\$3,450	\$1,100	\$1,700
Facing Inside Back Cover (Full Page Non-Bleed)	\$3,300	\$1,000	\$1,600
Full Page Non-Bleed	\$3,000	\$960	\$1,250
1/2 Page Horizontal	\$1,800	\$660	\$770
1/4 Page Vertical	\$1,000	\$385	\$440



### SEASON PRODUCTIONS

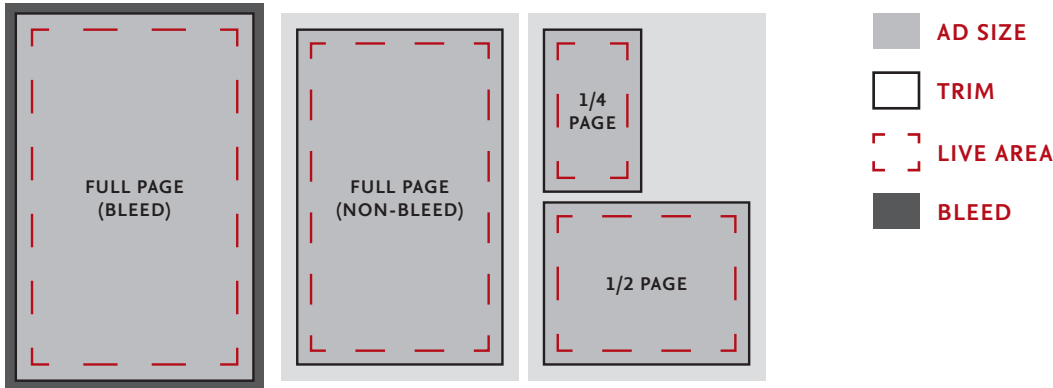
	AD DUE DATE (by 5 p.m.)	SHOW DATES	PRINTING
CARMINA BURANA	Sept. 14, 2018	Oct. 12-14, 2018	5,000-6,000
THE NUTCRACKER ( <i>Special Rates Apply</i> )	Nov. 2, 2018	Dec. 7-16, 2018	16,000-17,000
BAILAMOS!	Jan. 18, 2019	Feb. 15-17, 2019	4,000-5,000
PETER & THE WOLF FAMILY WEEKEND	Mar. 1, 2019	Mar. 30-31, 2019	6,000-7,000
ARCADIAN BROAD'S WONDERLAND MAD TALES OF THE HATTER	Mar. 29, 2019	Apr. 26-28, 2019	6,000-7,000
TOTAL			42,000 (Compare to 2017/18 estimate of 36,000)

**CONTACT**

**STEPHANIE LINARES** Audience Services Manager, Orlando Ballet  
407.418.9828 | [slinares@orlandoballet.org](mailto:slinares@orlandoballet.org)

# 2018/19 SEASON PROGRAM AD RATES & SPECIFICATIONS

## AD SPECIFICATIONS



### FULL PAGE (BLEED) – PREMIUM SPOTS

Trim: 5.5" w x 8.5" h  
Bleed: 6" w x 9" h  
Live Area: 4.75" w x 7.75" h

### FULL PAGE (NON-BLEED)

Ad Size: 4.75" w x 7.75" h  
Live Area: 4.125" w x 3.125" h

### 1/2 PAGE HORIZONTAL

Ad Size: 4.75" w x 3.75" h  
Live Area: 4.125" w x 3.125" h

### 1/4 PAGE VERTICAL

Ad Size: 2.25" w x 3.75" h  
Live Area: 1.625" w x 3.125" h

- Premium bleed ads observe a 0.25" bleed border on all sides.
- Important copy should fall within the live area.
- Ad must be submitted as a high-resolution PDF.
- Do not include crop marks, trim marks, color bars, labels or stamps.
- Colors must be CMYK.
- Images should be 300 dpi at 100%.



**TERMS & CONDITIONS:** Final approval of content is at the discretion of Orlando Ballet. Orlando Ballet reserves the right to request content changes in line with brand standards. If the submitted ad is to feature a dance-related image, please forward the image at least 14 days in advance of the ad deadline for approval, and before proceeding with design of the ad. Orlando Ballet can in some circumstances provide suitable dance related images on request.

OrlandoBallet.org

Dancer: Kate-Lynn Robichaux  
Photography by Michael Cairns 2018

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## 2018/19 SEASON PROGRAM AD AGREEMENT

### CONTACT INFORMATION

#### ORGANIZATION/COMPANY INFORMATION:

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

#### CONTACT PERSON:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

### SELECT YOUR PREFERRED AD SPACE

- AD SIZE:**
- |   |  |
|---|--|
| <input type="radio"/> Back Cover (Premium)                          | <input type="radio"/> Facing Inside Back Cover (Full Page) |
| <input type="radio"/> Inside Front Cover (Premium)                  | <input type="radio"/> Full Page Non-Bleed                  |
| <input type="radio"/> Inside Back Cover (Premium)                   | <input type="radio"/> 1/2 Page Horizontal                  |
| <input type="radio"/> Facing Inside Front Cover (Page 1, Full Page) | <input type="radio"/> 1/4 Page Vertical                    |

**PROGRAM:**  All Productions  Single Production: \_\_\_\_\_  The Nutcracker

**TOTAL:** \$ \_\_\_\_\_

### PAYMENT

#### SELECT METHOD:

**Check made payable to Orlando Ballet.** Check No. \_\_\_\_\_

Mail to: Orlando Ballet Program Ad Sales, 3751 Maguire Blvd, Suite 111, Orlando, FL 32803

**Credit/Debit Card:** Card No. \_\_\_\_\_ Exp. \_\_\_\_ / \_\_\_\_

CVV/Security No. \_\_\_\_\_ Billing Zip \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_ Signature: \_\_\_\_\_

#### THANK YOU FOR YOUR SUPPORT OF ORLANDO BALLET

*We look forward to sharing a wonderful season with you!*

- Full payment is required to secure advertising space.
- Advertiser agrees to supply ad by the program deadline detailed above, in accordance with brand standards at outlined.
- In the case that Orlando Ballet does not receive the ad by the appropriate deadline, no refund shall be offered.
- In the case of an ad displaying a dance related image, advertiser agrees to submit the image to Orlando Ballet for approval, by 14 days prior to program deadline. In the case that an image is found not to be suitable, Orlando Ballet can in some circumstances supply an appropriate image.
- Excluding the purchase of an inside cover or opposing first/last page, placement of the ad within the program is at the discretion of Orlando Ballet.

**By signing, I acknowledge that I have read, understand, and agree to the above information and terms and conditions:**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_