

# ORLANDO BALLET

JORDEN MORRIS | ARTISTIC DIRECTOR

## 2022/23 Season Program Ad Specifications



Michael Pink's  
Dracula



Nutcracker



Moulin Rouge®  
The Ballet



Director's Choice



A Streetcar  
Named Desire

Season Productions	Ad Due Date by 5:00pm	Show Dates	Printing Estimate
Michael Pink's Dracula	August 22, 2022	October 20-23, 2022	5,000-6,000
Nutcracker	October 3, 2022	December 2-18, 2022	16,000-17,000
Moulin Rouge® The Ballet	December 12, 2022	February 9-12, 2023	6,000-7,000
Director's Choice	January 23, 2023	March 23-26, 2022	750-1,000
A Streetcar Named Desire	January 30, 2023	April 27-30, 2023	5,000-6,000

Season Ad Program Rates	All Productions (Excluding <i>The Nutcracker</i> )	Single Production	The Nutcracker
Back Cover (Premium*)	\$5,000	\$2,200	\$2,800
Inside Front Cover (Premium*)	\$3,750	\$1,700	\$2,200
Inside Back Cover (Premium*)	\$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
½ Page Horizontal	\$1,800	\$660	\$770
¼ Page Vertical	\$1,000	\$385	\$440

Photography by Zavesco Photography

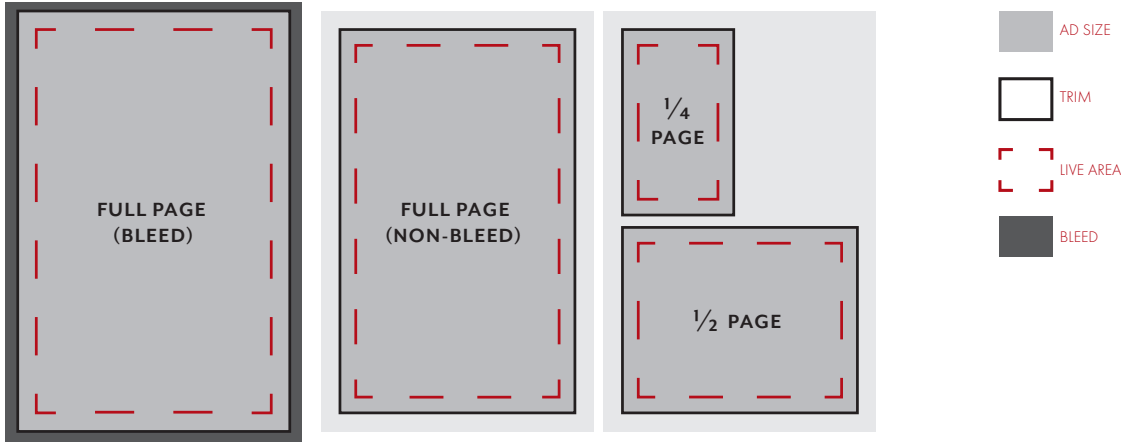
**CONTACT**

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## PROGRAM AD SPECIFICATIONS



### FULL PAGE (BLEED) PREMIUM PLACEMENTS

AD SIZE: 5.5" w × 8.5" h  
WITH BLEED: 6" w × 9" h  
LIVE AREA: 4.75" w × 7.75" h

### FULL PAGE (NON-BLEED)

AD SIZE: 4.75" w × 7.75" h  
LIVE AREA: 4.125" w × 3.125" h

### ½ PAGE HORIZONTAL

AD SIZE: 4.75" w × 3.75" h  
LIVE AREA: 4.125" w × 3.125" h

### ¼ PAGE VERTICAL

AD SIZE: 2.25" w × 3.75" h  
LIVE AREA: 1.625" w × 3.125" h

### FILE SPECIFICATIONS

- 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%.

[ORLANDOBALLET.ORG](http://ORLANDOBALLET.ORG)

**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.

