

**BALLET GUILD COPY - RETURN TO BALLET GUILD OFFICE
A HARD COPY OF AD AND FULL PAYMENT MUST ACCOMPANY THIS FORM**

celebrating over 50 years
BALLET GUILD
OF THE LEHIGH VALLEY

& PENNSYLVANIA YOUTH BALLET

556 Main St., Bethlehem, PA 18018

610-865-0353 * pyb@rcn.com * www.bglv.org

**ADVERTISING AGREEMENT
2011 NUTCRACKER PROGRAM**

Sold by BGLV Rep _____

Invoice Required Yes No

**ORDER &
PAYMENT
DEADLINE:
10/31/11**

Please make
check
payable to
BGLV

I (advertiser) _____

agree to pay \$ _____ for a _____ page ad in the Ballet Guild's Souvenir
2011 *Nutcracker* program. These programs will be distributed at two public performances of *The Nutcracker* at
Zoellner Arts Center, Lehigh University, on December 17 & 18, 2011.

Name: _____ Title: _____

Address: _____ City/State/Zip: _____

Phone: _____ FAX: _____ Email: _____

Name of Business: _____

Title: _____ Phone: _____

I am an authorized representative of the above named company and am authorized to enter into this agreement.

Signature: _____ Date: _____



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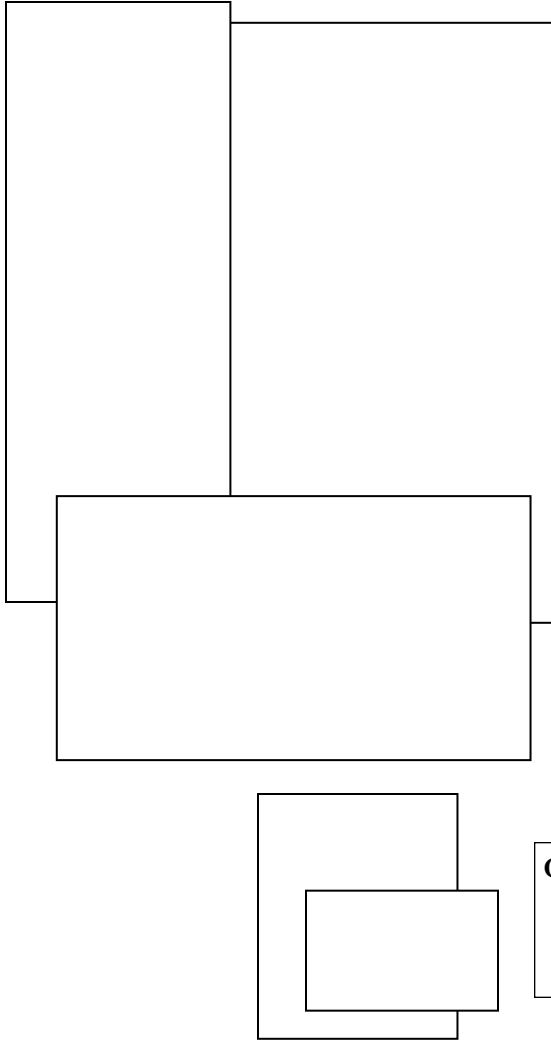
Invoice Required Yes No

Advertiser Name _____

Paid \$ _____ for a _____ page ad in the Ballet Guild's Souvenir 2011
Nutcracker program. Programs will be distributed at two public performances of *The Nutcracker* at Zoellner Arts Center,
Lehigh University, on December 17 & 18, 2011.

BGLV/PYB NUTCRACKER PROGRAM ADVERTISING SPECIFICATIONS

All Ads must be Black and White Only and Camera Ready (*Program will be printed with 1 color ink*)
Ads must fit the format and sizes indicated. Sorry, but we cannot reformat ads for you. Any artwork that requires additional preparation will be charged at the rate of \$25 per hour.
A hard copy of all ads must be submitted to the Ballet Guild office along with signed agreement form and payment.



FULL PAGE AD (8" wide x 10½" high): \$500
OUTSIDE BACK COVER: \$1500
INSIDE BACK OR FRONT COVER: \$1000
PAGE 3 OR FACING BACK INSIDE COVER: \$750
CENTER LEFT/ RIGHT: \$750
FULL 2 PAGE CENTER SPREAD: \$1000

Special Gift Incentives for Advertisers!!

Full page ad (\$500) 2 Performance Tickets
Inside Front/Back Cover (\$1000) 4 Performance Tickets
Center Full Spread (\$1000) 4 Performance Tickets
Outside Back Cover (\$1500) 6 Performance Tickets

HALF PAGE VERTICAL AD (3 ¾" wide x 10½" high): \$250
HALF PAGE HORIZONTAL AD (8" wide x 5 ¼" high): \$250

QUARTER PAGE AD (*Vertical Only*) (3 ¾" wide x 5 ¼" high): \$125
BUSINESS CARD HORIZONTAL AD (3 ½" wide x 2" high): \$75
BUSINESS CARD VERTICAL AD (2" wide x 3 ½" high): \$75

→Please include a hard copy of each ad with submissions on disk.

Accepted Media Forms:
CD-Rom

Acceptable File Formats:

QuarkXpress 6.1 (or earlier)
Adobe Photoshop CS2 9.0 (or earlier)
Adobe Illustrator CS2 12.0 (or earlier)
Adobe Indesign 4.0 (or earlier)

NO DOCX - NO MS PUBLISHER

All pictures must be a TIFF format in high resolution scans (300 dpi for photos and 1200 dpi for line art).
All fonts & texts must be saved on the disk.