

BGLV/PYB COPY ▪ RETURN TO BALLET GUILD OFFICE

Ballet Guild of the Lehigh Valley, Inc., 556 Main Street, Bethlehem, PA 18018

PAYMENT IN FULL MUST ACCOMPANY THIS FORM



**PROGRAM ADVERTISING AGREEMENT
2024 NUTCRACKER**

**ORDER & PAYMENT
DEADLINE:
11/1/2024**

Sold by BGLV Representative: _____

*Please make check
payable to "BGLV"*

Invoice Required: Yes No

I (advertiser) _____ agree to pay \$ _____
for a (Circle one) **Business Card @ \$75 ▪ Quarter Page @ \$150 ▪ Half Page @ \$250 ▪ Full Page @ \$500**
advertisement in the Ballet Guild's Souvenir *Nutcracker* program. These programs will be distributed at
the four public performances of *The Nutcracker* at Zoellner Arts Center, Lehigh University, on December
14 & 15, 2024.

Name: _____ Title: _____

Name of Business: _____

Address: _____ City/State/Zip: _____

Phone: _____ FAX: _____ Email: _____

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

Signature: _____ Date: _____

ADVERTISER COPY ▪ KEEP FOR YOUR RECORDS



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BGLV/PYB NUTCRACKER PROGRAM - 2023

ADVERTISING SPECIFICATIONS AND PRICES

- All ads must be camera ready in black and white only. The program will be printed with one-color ink.
- All ads must fit the format and sizes indicated below Ads cannot be reformatted for you.
- Any artwork that requires additional preparation will be charged at the rate of \$25.00 per hour.
- A hard copy of each ad must be included with any submissions by electronic means.
- All submissions must be returned to the Ballet Guild office only: Mail hard copies to BGLV, 556 Main St., Bethlehem, PA 18018; E-mail to pyb@rcn.com.
- Deadline for submissions is November 1, 2023. Questions? Call 610-865-0353, or e-mail pyb@rcn.com
- All pictures must be a TIFF or JPEG format in high resolution scans (300 dpi for photos and 1200 dpi for line art).
- Acceptable File Formats:
 - ◇ Adobe Photoshop CC2022 (or earlier)
 - ◇ Adobe Illustrator CC2022 with links and fonts (or earlier);
 - ◇ Adobe Indesign CC2022 with links and fonts (or earlier),
 - ◇ PDF: high quality.
 - ◇ NO DOCX - NO MS PUBLISHER

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

Half Page Vertical Ad (3 ¾" wide x 10½" high): \$250

Half Page Horizontal Ad (8" wide x 5¼" high): \$250

Quarter Page Ad (*Vertical Only*) (3 ¾" wide x 5 ¼" high): \$150

Business Card Horizontal Ad (3 ½" wide x 2" high): \$75

Business Card Vertical Ad (2" wide x 3 ½" high): \$75

