

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

Sold by BGLV Representative:

ORDER & PAYMENT
DEADLINE:

11/1/2024

Please make check
payable to "BGLV"

I (advertiser) _____ agree to pay (check one)

AD SIZE: \$500 Full Page \$250 Half Page \$150 Quarter Page \$75 Business Card

for an 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.

Business Name _____

Contact Name _____ Title _____

Mailing Address _____ City/State/Zip _____

Email _____ Phone _____

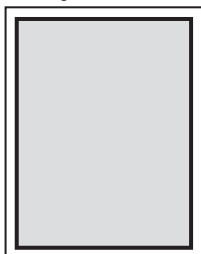
I am an authorized representative of the above named company and am authorized to enter into this agreement.

Signature _____ Date _____

PAYMENT TYPE: PAYPAL Credit/Debit CHECK made payable to "BGLV" CHECK # _____
SCAN QR CODE TO PAY VIA PAYPAL
 CASH INVOICE required for payment VIA EMAIL ___ OR MAIL ___



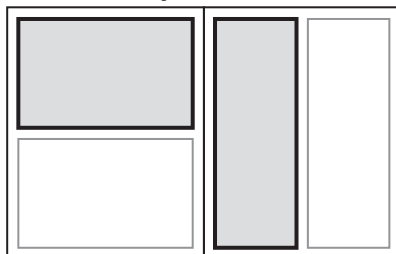
FULL PAGE
\$500*



8" wide x 10.5" high



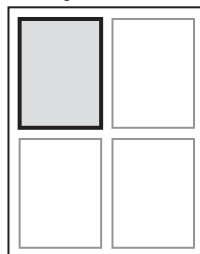
HALF PAGE
\$250



8" wide x 5.25" high HORIZONTAL
3.75" wide x 10.5" high VERTICAL



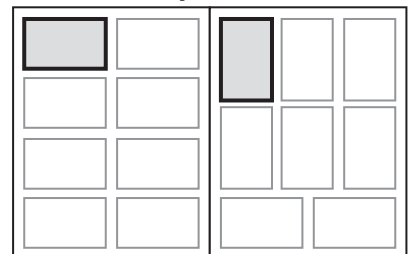
QUARTER PAGE
\$150



3.75" wide x 5.25" high VERTICAL ONLY



BUSINESS CARD
\$75



3.5" wide x 2" high HORIZONTAL
2" wide x 3.5" high VERTICAL

* Full Page Premium Placements:

Outside Back Cover \$1,500 Inside Front Cover or Inside Back Cover \$1,000 Page 3 or Facing Back Inside Cover \$750 Full 2-Page Center Spread \$1,000

ADVERTISER COPY • KEEP FOR YOUR RECORDS

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ORDER & PAYMENT
DEADLINE:

11/1/2024

Please make check
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Date _____ Advertiser Name _____

paid for the following for an advertisement in the Ballet Guild's Souvenir *Nutcracker* program. Programs will be distributed at the four public performances of *The Nutcracker* at Zoellner Arts Center, Lehigh University, on December 14 & 15, 2024.

AD SIZE/PRICE:

- \$500 FULL PAGE
- \$250 HALF PAGE
- \$150 QUARTER PAGE
- \$75 BUSINESS CARD

PAYMENT TYPE:

- PAYPAL Credit / Debit
- CHECK payable to "BGLV"
- CASH
- INVOICE requested

SCAN QR CODE TO PAY VIA PAYPAL



FULL PAGE



HALF PAGE



QUARTER PAGE



BUSINESS CARD

ADVERTISING SPECIFICATIONS AND INSTRUCTIONS

BGLV/PYB NUTCRACKER PROGRAM

HOW TO SUBMIT YOUR AD

Email your ad directly to Ballet Guild:

BalletGuildAds@gmail.com

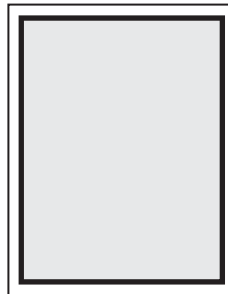
- or -

Hand a hard copy of your ad to your BGLV rep.

Kindly submit your ad within 7 days of agreement.

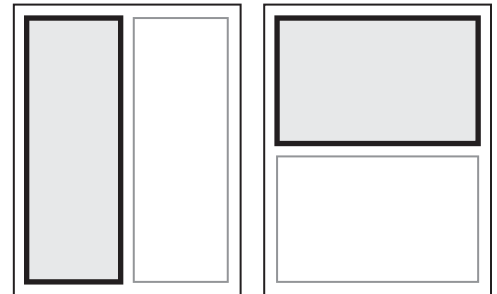
- All ads must be camera ready in black and white only. The program will be printed with one-color ink.
- All ads must fit the format and sizes indicated below. Ads cannot be reformatted for you.
- Any artwork that requires additional preparation will be charged at the rate of \$25.00 per hour.
- Deadline for submissions is November 1, 2024. Questions? Call 610-865-0353, or e-mail BalletGuildAds@gmail.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 (or earlier) with links and fonts
 - Adobe Indesign CC2022 (or earlier) with links and fonts
 - PDF: high quality
 - NO DOCX- NO MS

FULL PAGE



8" wide
10.5" high

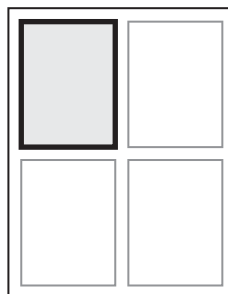
HALF PAGE



3.75" wide
10.5" high
VERTICAL

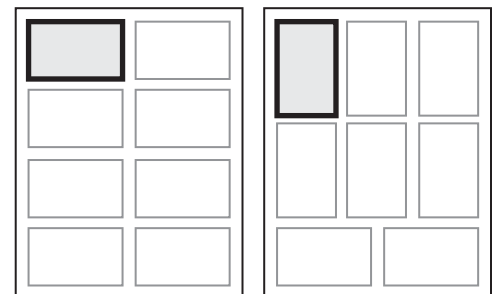
8" wide
5.25" high
HORIZONTAL

QUARTER PAGE



3.75" wide
5.25" high

BUSINESS CARD



3.5" wide
2" high
HORIZONTAL

2" wide
3.5" high
VERTICAL