



Nutcracker Ad Drive

DEADLINES:
SPACE RESERVATION and ART SUBMISSION: SATURDAY OCTOBER 30, 2016

Contact: _____
(Name) (email) (Phone)

Company: _____

Address: _____
(Street)

(City) (State) (Zip)

ALL ADS ARE BLACK AND WHITE ONLY!

Ad Sizes	Contribution (Circle One)
1/4 page—2.275 x 3.775" (vertical space)	\$75
1/2 page—4.8 x 3.775" (horizontal space)	\$125
Full page—4.8 x 7.8" (vertical space)	\$275
PAYMENT INCLUDED	YES/NO

DISCOUNT OFFER: We offer a \$25 discount if your ad copy meets the following Production Specifications:

1. Ad size MUST match the sizes above.
2. A 300 dpi PDF or JPEG file.
3. Fonts must be embedded.
4. All images, art and components MUST be converted to Black and white. RGB images are not usable.
5. To insure the quality of the image, all photo's must be 300 dpi or line art 600 dpi

DESIGN FEE: An additional \$25 fee will be applied if your ad requires complex design work. In order to avoid this fee, please submit a your artwork as close to the finished layout (or sketch) as possible. Ads that are submitted with only photos, text and no strong indication of layout will require this additional fee.

If you have production questions or need to email your PDF file you may contact: m.italianoperla@gmail.com

Please call Jennifer Agbay at 508-791- 3233 with any questions.

Please indicate company information and your desired ad size above. Send this completed form, your ad copy (business card, existing ad, logo, letterhead, etc.) with any specific instructions, and a check made payable to BAW by Saturday, October 30, 2016. (No exceptions!) Mail to:

BALLET ARTS WORCESTER, 36 HARLOW ST., WORCESTER, MA 01605-3355

Company: _____

AD DETAILS FOR ADVERTISERS
PAYMENT DUE: BALLET ARTS WORCESTER
EMAIL ARTWORK TO: M.ITALIANOPERLA@GMAIL.COM

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DESIGN FEE: An additional \$25 fee will be applied if your ad requires complex design work--Like converting a horizontal business card to this vertical shape of the 1/4 page ad. In order to avoid this fee, please submit a your artwork as close to the finished layout (or sketch) as possible. Ads that are submitted with only photos, text and no strong indication of layout will require this additional fee.

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