

## Program Advertising 2011/12 Rate Card & Ad Specifications

Advertising in Metropolitan Ballet Theatre's performance programs is a great way to support a nonprofit arts organization while gaining community recognition and new customers!

Ads placed in both *The Nutcracker* and the Spring Dance Concert programs will reach approximately 6,000 people. The programs are distributed at 10 performances in December and 2 performances in the Spring at the Robert E. Parilla Performing Arts Center, Montgomery College, Rockville.

**Submission Deadline:** October 30, 2011

**Mailing Instructions:**

Contract, payment and hardcopy of artwork should be mailed or faxed to:  
Metropolitan Ballet Theatre  
10076 Darnestown Road, Suite 202  
Rockville, MD 20850  
Fax # 301-762-8730

**Email Artwork Files to:**

Amy Neal  
marketing@mbtdance.org

**File Types:**

Camera ready artwork must be submitted with 300 dpi resolution formatted as PDF, EPS, or TIFF.

<u>Ad Location/Size</u>	<u>Rate</u>
<input type="checkbox"/> Back Outside Cover- Full Page <i>Color</i> 4.4" w x 7.5" h	\$400
<input type="checkbox"/> Inside- Full Page <i>Black and White</i> 4.5" w x 7.5" h	\$250
<input type="checkbox"/> Inside- Half Page <i>Black and White</i> 4.5" w x 3.625" h	\$125
<input type="checkbox"/> Inside- Quarter Page or Business Card <i>Black and White</i> H: 4.5" w x 1.75" h V: 2.125" w x 3.675" h	\$75

**Advertiser Information:**

Company/Organization \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Payment**

Check enclosed payable to MBT in the amount of: \$\_\_\_\_\_.

Please charge my Credit Card for the following amount: \$\_\_\_\_\_.

Name on Card: \_\_\_\_\_ Visa or Mastercard

Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_