

Ad Space Commitment with
The Tallahassee Ballet and:

Company: _____

Contact: _____

Address: _____

City/Zip: _____

Phone: _____

Fax: _____

E-mail: _____

Authorized Signature: _____

Date: _____

<input type="checkbox"/> Vertical	Make Your Selection Here	
<input type="checkbox"/> Horizontal		
BLACK & WHITE AD		
Size	Price	<input type="checkbox"/> \$ _____
1/4 Page	\$550	<input type="checkbox"/> \$ _____
1/2 Page	\$795	<input type="checkbox"/> \$ _____
Full Page	\$1,100	<input type="checkbox"/> \$ _____
FULL COLOR AD		
Size	Price	<input type="checkbox"/> \$ _____
1/4 Page	\$750	<input type="checkbox"/> \$ _____
1/2 Page	\$995	<input type="checkbox"/> \$ _____
Full Page	\$1,300	<input type="checkbox"/> \$ _____
Total Due		<input type="checkbox"/> \$ _____

Method of Payment

Enclosed is my check (payable to The Tallahassee Ballet)
in the amount of \$_____. Check # _____

Please charge my: MC VISA
in the amount of \$_____.

Account # _____

Exp. Date: _____ / _____ Sec. Code: _____

Signature: _____

Questions:

Janet Pichard, CEO (850) 556-3755

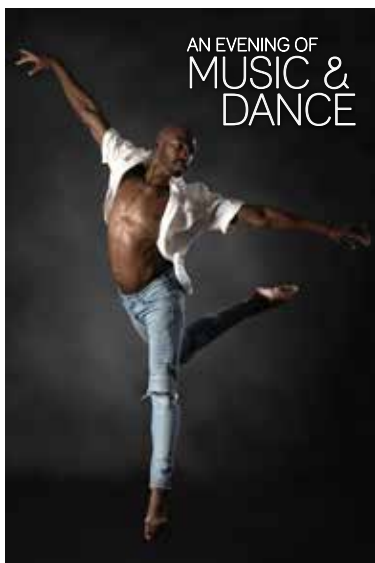
Carla DeLoach, Development Director (850) 591-2271
Carla.Deloach@TallahasseeBallet.org

TALLAHASSEE'S PREMIERE
BALLET COMPANY

The Tallahassee
BALLET
The Tallahassee Ballet
Post Office Box 772
Tallahassee, Florida 32302



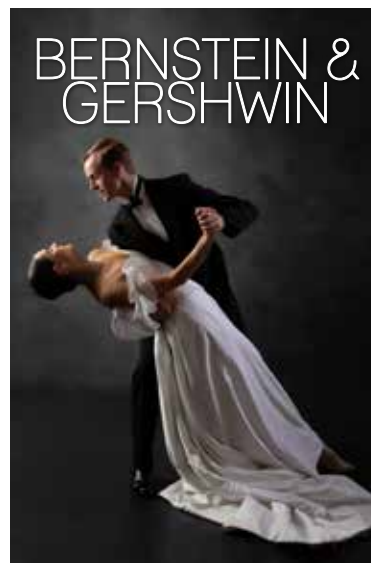
2018–2019 SEASON



September 7 & 9, 2018
Opperman Music Hall
2 Performances



December 8 & 9, 2018
Ruby Diamond Concert Hall
3 Performances



May 11 & 12, 2019
Ruby Diamond Concert Hall
2 Performances

Reasons to Advertise

- TTB Playbills are an excellent source of direct marketing, distributed to more than 12,000 area residents and visitors at 7 live performances throughout the year.
- Audience is made up of middle to high income base, including families with disposable income.
- Most audience members arrive early to performances for the specific purpose of reading the Playbill cover to cover.
- One low price gets you an ad in each full-length ballet Playbill.
- TTB will design your ad upon special request. Call for details.
- Purchase of a Playbill ad provides critical support to one of Tallahassee's oldest and finest cultural arts agencies.
- Very affordable rates with flexible payment structure.

ADVERTISING SIZES AND RATES

BLACK & WHITE AD	
Size	Price
1/4 Page	\$550
1/2 Page	\$795
Full Page	\$1,100
FULL COLOR AD	
Size	Price
1/4 Page	\$750
1/2 Page	\$995
Full Page	\$1,300

Reserve Your Program Ad

ADVERTISING SPECIFICATIONS

- Ads must be submitted digitally, in one of the following formats: jpeg, high resolution pdf, or eps. 300 dpi or more.
- Ads can be submitted on CD or may be e-mailed to: ads@TallahasseeBallet.org

Mechanical Specifications

Page Dimensions (Trim Size)
5.5" wide by 8.5" tall



FULL PAGE
Inside Page: 4.5" x 7.5"
Full Bleed: 5.5" x 8.5" plus ¼ bleed



VERTICAL
1/4 Page: 2.15" x 3.35"
1/2 Page: 2.15" x 7.5"



HORIZONTAL
1/4 Page: 4.5" x 1.75"
1/2 Page: 4.5" x 3.35"

The Tallahassee Ballet
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Carla DeLoach, Development Director (850) 591-2271
Carla.Deloach@TallahasseeBallet.org
Fax: (850) 224-7681