



oklahoma city
BALLET

Robert Mills, Artistic Director



40th
Anniversary
Season

2011-2012 SEASON PROGRAM ADVERTISING RATES

For additional information or questions regarding advertising in the Oklahoma City Ballet season program call (405) 843-9898.

Why should my business buy an ad in OKC Ballet's program book? Because it's GOOD for business!, It's GOOD for the performing arts!, and It's GOOD for Oklahoma City!!

What will OKC Ballet present this season?

- ***Coppelia***, October 22-23, a new staging of classical ballet's greatest comedy
- ***The Nutcracker***, December 9-11 & 16-18, our most attended production
- ***The Firebird***, February 11-12, one of 20th century's most influential ballets from the Ballet Russes era
- ***The Wizard of Oz***, April 20-22, our most successful original production

How many people attend Oklahoma City Ballet's performances? 20,918 people attended performances this past season, an increase of over 10% from the previous year.

Why is advertising in OKC Ballet's program book a good media buy? It's the hottest ticket in town! Advertising price covers all four productions, 15 rich and exciting performances. OKC Ballet performances are attended by diverse demographics of families, young professionals and affluent, mature audiences. It's where you want to be and where you want to be seen!

How do I place an ad in the Ballet's program?

To renew and/or reserve advertising placement in our program book for the OKC Ballet's 2011-2012 Season, you can: Contact our sales representative, Desiree LaVigne-Roan at desireeroan@gmail.com or (405) 641-8195. -or- Call the OKC Ballet offices 843-9898 and ask to speak to the ad sales representative.

Upon contacting a sales representative, you will receive the advertising agreement, ad specs, size and color choices along with an order form with payment options. Agreement and artwork must be received by September 9th and should be camera ready, digital files preferred. Artwork should be emailed to: desireeroan@gmail.com



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COPPELIA October 22-23

THE NUTCRACKER December 9-11 & 16-18

THE FIREBIRD February 11-12

THE WIZARD OF OZ April 20-22

Full page with bleeds
6.25" x 9.25"
(Live page - 6" x 9")

Full page with no bleeds
5" x 8"

Half page
vertical
2.375" x 8"

Quarter page
vertical
2.375" x 3.875"

Half page horizontal
5" x 3.875"

Quarter page horizontal
5" x 1.875"

Eight page
2.375" x 1.875"

Eight page horizontal
5" x 0.875"

SPECIAL PAGE RATES

Back Cover, 4 color	\$2,850
Inside Back Cover, 4 color	\$2,250
Inside Front Cover, 4 color	\$2,250
Facing Inside Front Cover, 4 color	\$2,250
Center Spread, 4 color	\$3,150

GENERAL PAGES

Rates are gross to advertiser and agency commissionable.

Full Page, 4 color	\$1,850
Half Page, 4 color	\$1,350
Quarter Page, 4 color	\$725
Full Page, B&W	\$1,250
Half Page, B&W	\$735
Quarter Page, B&W	\$465
Eighth Page, B&W	\$275

ARTWORK

Artwork must be camera-ready digital files. Ads that must be scanned, re-sized, boxed or have text, art or photos inserted are NOT camera-ready digital files and are subject to production charges, with a minimum charge of \$50.

Please enclose a hard copy of the file to insure accuracy.

PRINTING REQUIREMENTS

Trim size: 6" x 9"

Type page: 5" x 8"

Bleeds: 6.25" x 9.25"

(full page ads only)