
Sample Playbill Advertising Rates

Black & White Rates

Full Page

Half Page

Quarter Page

A 15% increase for the inside cover and back page ad space. Please check with presenter for availability.

Ad Space Measurements

Full Page 5" x 8"

Half Page 5" x 3.875"

Quarter Page 2.375" x 3.875"

Deadline

Ad Copy and Payment due (date)

Circulation Information

The Program for *The Nutcracker* will be passed out at no charge to those attending the performance on (date).

Payment

Payment is due prior to publication. Payments not received before publication will be cancelled. Cancellations must be received in writing, by the ad copy deadline.

Mailing Address for Payment and Ad Copy

Checks should be made payable to (name of your organization). Please mail all payments and advertising materials to:

(Your Organization)

(Address)

Advertising Copy Requirements

A black and velox or camera-ready art that is the exact size of the space reserved. There must be a border around all ads.

Production Specifications

Dimensions: Standard 11" x 8.5" folded in half.

Black and White 150 line screen.

For actual sizes see the following page.

From the Ballet Austin *Tool-kit*

5" X 3.875"
Half page

5" X 8"
Full page

2.375" X 3.875"
Quarter page

2.375" X 3.875"
Quarter page