

FESTIVAL BALLET PROVIDENCE

Mihailo Djuric Artistic Director

Dear Business Owner,

As we approach our 39th Season of bold works and fresh perspectives on dance, I want to tell you about advertising opportunities in our playbill booklet which is distributed to each audience member at every one of our **thirty performances** throughout the October 2016 - June 2017 season.

The program booklet is printed once and used all season long, so your ad will be seen by a captive, affluent audience in every performance from ***The Nutcracker*** at PPAC to ***Cinderella*** and ***Romeo & Juliet*** at The Vets to ***Up Close on Hope*** at our Black Box Theatre on Hope Street.

The repertoire of Festival Ballet Providence makes it a powerhouse in the New England dance community, and the wide range of our offerings attracts an richly diverse audience. Our advertisers know that the program booklet is a smart, effective way to connect with a range of consumers.

As always, advertisers at any level are eligible to receive **two complimentary orchestra tickets to either of our programs at The Vets or PPAC**. I can't wait to see you at the theater!

Enclosed is a brochure detailing our upcoming season, advertising rate sheet, order form, and dimensions.

If you have any questions, please feel free to give me a call or send me an e-mail!

Thank you for your support of FBP and the Arts in Rhode Island!

Yours,



Dylan Giles

dylan@festivalballetprovidence.org

Encl.

39TH SEASON HIGHLIGHTS



FESTIVAL BALLET PROVIDENCE

Mihailo Djuric Artistic Director

39th Season Playbill Advertising

Connect with a diverse audience of over 15,000 in the season playbill booklet!

The 39th Season Playbill will be distributed to every audience member in every performance of our season, totaling 36 performances. Our audience is wonderfully diverse, attracted to the wide range of works that we present. **Effectively and affordably reach this lively, cultured, and connected market by advertising in our 39th Season playbill booklet!**

As a special bonus, advertisers are eligible for two complimentary orchestra-level tickets to one of our programs at The Vets!



ADVERTISING RATES

(unchanged from previous season)

BLACK & WHITE		
1/8 pg.	-----	\$250
1/4 pg.	-----	\$400
1/2 pg.	-----	\$600
FULL PAGE	-----	\$1,000
COLOR		
1/2 pg.	-----	\$800
FULL PAGE	-----	\$1,400
INSIDE COVERS	-----	\$2,000
BACK COVER	-----	\$2,500

DATES ACTIVE
October 2016 - June, 2017

AUDIENCE REACH (Est.)
15,000

VENUES
FBP Black Box Theatre - On Hope Street in Providence's vibrant East Side
PPAC - In Downcity Providence
The Vets - Close to RI Statehouse

SPECIFICATIONS
 See attached specification sheet for exact dimensions
 300 dpi resolution
 Preferred formats: .ai, .indd
 Accepted formats: .jpg, .tif, .pdf
 Submit to:
dylan@festivalballetprovidence.org

TERMS OF ADVERTISING
DEADLINE: September 30, 2016
 Additional fees, billable at a rate of \$50/hr apply to ads that do not meet size or resolution specifications.
 Ads will not print unless full payment is received.

39TH SEASON PLAYBILL ADVERTISING CONTRACT

COMPANY NAME _____

ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

CONTACT NAME _____

PHONE _____

E-MAIL _____

--- AD SIZE --- (circle one)	1/8 page 1/4 page 1/2 page FULL page	--- COLOR --- (circle one)	B&W --- B&W --- B&W COLOR B&W COLOR	TOTAL DUE \$ _____ Refer to "Advertising Rates" box to determine this amount.
---------------------------------	---	-------------------------------	--	---

PAYMENT METHOD (CIRCLE ONE): CASH CREDIT CARD CHECK (No _____)

CC # _____ **EXP** _____ **SC** _____

SIGNATURE _____