

FESTIVAL BALLET PROVIDENCE

Mihailo Djuric Artistic Director

40th Season Program Advertising

Connect with a diverse audience of over 16,000 in the season program booklet!

The 40th Season Program is distributed to every audience member in each performance of our season, totaling 41 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 40th Season Program 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 2017 - June 2018

AUDIENCE REACH (Est.)

16,000

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 1, 2017

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.

40TH SEASON PROGRAM ADVERTISING CONTRACT

COMPANY NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

CONTACT NAME _____

PHONE _____

E-MAIL _____

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

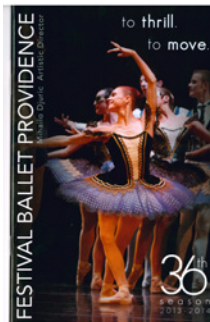
PAYMENT METHOD (CIRCLE ONE): CASH CREDIT CARD CHECK (No _____)

CC # _____ EXP _____ SC _____

SIGNATURE _____

FESTIVAL BALLET PROVIDENCE

Mihailo Djuric Artistic Director



48-page booklet

16,000 copies season-long

Contains:

Cast Biographies

Company History

Donor Listing

Special Featurettes

WHY ADVERTISE?

Patrons spend an average of **20-25 minutes reading performance programs**, prior to the show and during intermission.

Readers are **focused and relaxed** while browsing the performance program information.

95% of audience **takes program home.**

Features like **donor listings and cast biographies** are referred to for future reference.

Program booklet is a **souvenir from a special evening** of entertainment.

Advertising demonstrates a **commitment to the local community** and aligns your business with a cultural institution.

Call 401-654-6662 to reserve your ad today!



Contributors List

Cast Bios



Board of Trustees

Data Source: *Playbill* market research, 2012