



# ADVERTISING AGREEMENT

## 2011 - 2012 SEASON

GRAND RAPIDS **BALLET** COMPANY

**Michigan's Only Professional Ballet Company**  
*lifting the human spirit through the heart of dance*

The undersigned agrees to purchase advertising space in the Grand Rapids Ballet Company's 2011-2012 season programs at the price and schedule selected below.  
**Over 15,000 programs are distributed annually. Finished size is 5.5 x 8.5, black & white.**  
**All ads submitted must be camera-ready, PDF format.**

**Programs for the 2011-2012 season are printed in four volumes:**

**Volume I**

ad deadline **Aug. 26, 2011**

Performances at the Peter Martin Wege Theatre:

*Company B*, Sept. 16 - 24

*Dracula*, Oct. 27 - 30

**Volume II**

ad deadline **Nov. 4, 2011**

Performances at

DeVos Performance Hall:

*The Nutcracker*, Nov. 25 - 27

& Dec. 9 - 11

**Volume III**

ad deadline **Jan. 20, 2012**

Performances at the

Peter Martin Wege Theatre:

*Amore & More*, Feb. 10 - 19

**Volume IV**

ad deadline **Apr. 13, 2012**

Performances at the

Peter Martin Wege Theatre:

*Black & White*, May 4 - 13

Ad Size	Ad Specs (w x h)	Price
<input type="checkbox"/> Back Cover	4.75 x 7.75 (bleed 5.125 x 8.125)	\$2,050
<input type="checkbox"/> Inside Back Cover	4.75 x 7.75 (bleed 5.125 x 8.125)	\$1,850
<input type="checkbox"/> Full-Page	4.75 x 7.75 (bleed 5.125 x 8.125)	\$1,400
<input type="checkbox"/> Half-Page Horizontal	4.75 x 3.625	\$950
<input type="checkbox"/> Half-Page Vertical	2.375 x 7.75	\$950
<input type="checkbox"/> Quarter-Page Horizontal	4.75 x 1.625	\$630
<input type="checkbox"/> Quarter-Page Vertical	2.375 x 3.625	\$630

**Advertiser/Billing Information:**

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Signature: \_\_\_\_\_

**Advertising Agency/Designer Information:**

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Payment Information:**

Total due \$ \_\_\_\_\_

Check Enclosed

Please Invoice

Credit Card

Exp. \_\_\_\_\_

**Ad Information:**

Re-use ad from 2010-2011 Season

New ad will be sent by deadline

Ads must be submitted camera-ready on or before the deadlines noted above. Please submit all ads to [mistyh@grballet.com](mailto:mistyh@grballet.com). If you have any questions, feel free to call 616.454.4771 x10. Thank you.