

NORTHWEST FLORIDA Ballet

ADVERTISING CONTRACT 2017-2018 Season Playbill

SIZES AVAILABLE (check one):	Preferred Thru June 30	Early Bird July 1-30	17/18 Season Thru Sept 8
Back Cover*	\$795	\$875	\$955
Inside Back Cover*	\$765	\$800	\$835
Inside Front Cover*	\$765	\$800	\$835
Full Page	\$650	\$725	\$800
Half Page	\$385	\$415	\$445
Quarter Page (vertical)	\$285	\$315	\$345
Quarter Page (horizontal)	\$285	\$315	\$345
Eighth Page	\$165	\$175	\$185

DEADLINE: SEPTEMBER 8

Playbill Run Dates:

Sept. 30 *World Ballet Stars*
 Oct. 14 *Giselle*
 Nov 17-19 *The Nutcracker*
 Dec. 22 *Lightwire Theater*
 Mar 3 & 4 *Peter Pan*
 June 2018 *Ballet at Twilight*

Ads must be paid in full by the deadlines noted above to receive any discounts. ALL artwork must be submitted no later than Sept. 8 to be published.

Ads that must be built OR revised from previous issues will be subject to an additional charge as follows: \$20 for Eighth and Quarter Page ads; \$30 for Half Page ads; \$50 for Full Page ads. Builds include ONE round of revisions and all elements must be submitted by Sept. 1 otherwise camera-ready art must be provided. Extra revisions will be billed at \$30/hr. Questions regarding ad designs/edits should be directed to Sabrina McLaughlin at insightfulconcepts@gmail.com or 850.712.0538.

ADVERTISER INFORMATION

BUSINESS NAME _____
 CONTACT NAME _____
 PHONE _____
 EMAIL ADDRESS _____
 MAILING ADDRESS _____
 CITY, STATE, ZIP _____

**PAY & SUBMIT ONLINE:
 NEW THIS YEAR!**
 You may now pay and submit your artwork online using our new system!

NFBallet.org/Advertise

PAYMENT INFORMATION

AD COST \$ _____ DESIGN FEE \$ _____ = **TOTAL \$** _____
 CASH _____ CHECK # (made out to "NFB") _____
 CREDIT CARD _____ (Mastercard, Visa & AmEx ONLY)
 EXP. DATE _____ BILLING ZIP _____ SIGNATURE _____

RETURN CONTRACT AND PAYMENT TO
 Northwest Florida Ballet, Attn. Playbill Ads
 310 Perry Avenue SE
 Fort Walton Beach, FL 32548
 P. 850.664.7787 F. 850.664.0130

ARTWORK
 *Please see Advertiser Information sheet for guidelines.

- Sent via email/Dropbox to insightfulconcepts@gmail.com
- Hand delivered to NFB
- Please use my ad from last year (same size)
- Please build my ad (email elements to insightfulconcepts@gmail.com by Sept. 1)

NFB REPRESENTATIVE:
