

AMERICAN ACADEMY of BALLET

Nutcracker 2021 * Program Ad Order Form

Each family participating in the Nutcracker must purchase or sell one **BUSINESS or PERSONAL AD** for our program. We work on a very large budget and rely on our program ads for a portion of our revenue. If you have a favorite restaurant or beauty salon - won't you please consider asking them to take out an ad to support your child or their business?

You may prefer to take out a personal ad for your ballerina - or perhaps a group of parents can take out a group ad. The children always look forward to seeing these ads in the program.

SPECIFICATIONS

| Ad Size | Ad Dimensions | Personal Ad Price | Business Ad Price |
|-----------|-----------------|-------------------|-------------------|
| 1/4th | 2.25"w x 3.75"h | \$25.00 | \$35.00 |
| Half Page | 4.5"w x 3.75"h | \$50.00 | \$60.00 |
| Full Page | 4.5"w x 7.5"h | \$90.00 | \$100.00 |

- * You can leave your ads at the studio office or email them to aabuffalo@aol.com.
- * Electronic images (jpg) work best. Black and white photos reproduce better than color images.
- * Photos can also be put on a CD. If necessary you can submit an actual photograph
- * Photos with some contrast work best. Avoid dark backgrounds with dark clothing or light backgrounds with light clothing in the same photo. Please make sure any photo has at least 1 true straight edge.
- * The length of your message should be in proportion to the size of the ad.
- * The **DEADLINE** for all ads that **WE NEED TO CREATE** is **SATURDAY, NOVEMBER 13th.**
- * The **DEADLINE** for all **COPY READY** ads is **SATURDAY, NOVEMBER 20th.**
- * All **COPY READY ADS** must be the **ACTUAL SIZE.**

PLEASE MAKE CHECKS PAYABLE TO: AMERICAN ACADEMY NUTCRACKER

| | |
|--|--------------------|
| Ad Type: Personal Business | Ad Size: Check# |
| Name: | |
| Company Name: | |
| Phone: (Day) | Evening/Cell |
| Dancer's Name(s): | |
| Message: | |
| E-mail address: _____ | |

Note: We reserve the right to edit messages for misspellings and length