

# AMERICAN ACADEMY of BALLET

## Nutcracker 2023 \* 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.
- \* If necessary you can submit an actual photograph.
- \* Avoid dark backgrounds with dark clothing or light backgrounds with light clothing in the same photo.
- \* 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 11th.**
- \* The **DEADLINE** for all **COPY READY** ads is **SATURDAY, NOVEMBER 18th.**
- \* All **COPY READY ADS** must be the **ACTUAL SIZE.**

### PLEASE MAKE CHECKS PAYABLE TO: AMERICAN ACADEMY NUTCRACKER

<b>PLEASE PRINT!</b> Ad Type: (Circle One) Personal or 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**