

THE NUTCRACKER Ballet

ADVERTISING RATES **2018**

ADVERTISING RATES

NUTCRACKER 2018 PROGRAM

2 Page Spread	\$1100
Back Cover	\$850
Inside Front Cover	\$750
Inside Back Cover	\$750
Full Page	\$650
Half Page	\$325
Quarter Page	\$200

PERFORMANCE SPONSORS

NUTCRACKER 2018 PRODUCTION

Show Sponsor **\$2000**

This is an exclusive sponsorship for each individual performance with 500 sponsor branded gifts for the audience.

The advertiser will receive:

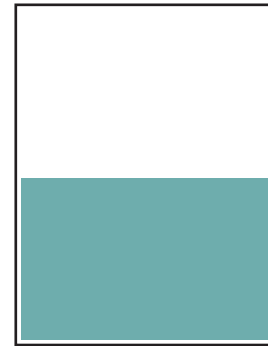
- Full page ad in our program
- 500 audience branded gifts
- Recognition on the NMBC website & logo placement
- Individualized social media recognition
- Logo projection on Popejoy Hall curtain
- Banner placement in the lobby on the night of your show
- 6 complimentary tickets

LIMIT 5

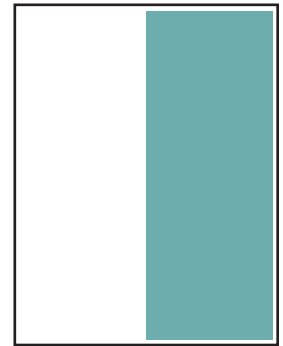
Additional Performance **\$500**



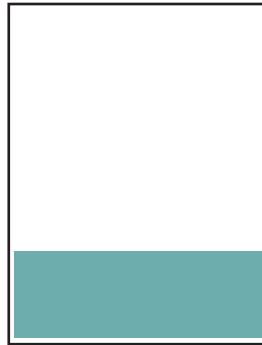
Full Page With Bleed
Dimensions 5.75 x 8.75
Safe Zone 5 x 8



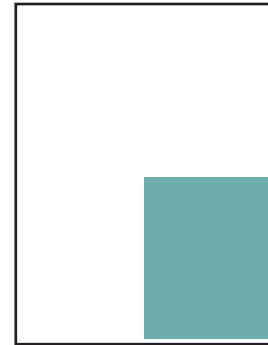
Half Page Horizontal
Dimensions 5.25 x 4.0625



Half Page Vertical
Dimensions 2.5625 x 8.25



Quarter Page Horizontal
Dimensions 5.25 x 1.9688
No Bleed



Quarter Page Vertical
Dimensions 2.5625 x 4.0625

PUBLISHER'S REQUIREMENTS

Please submit ads to:
Monica Christofferson
Carristo Creative Consulting
Phone: 505-463-3190

Email ads to: monica@carristo.com

Press-quality PDF format at 100% size with all fonts Embedded or outlined. All images should be 300dpi in CMYK color mode for full color ads. In order to guarantee legibility, we recommend that color and reversed out type be at least 10 pt or larger.

Further information is available upon request.

SPACE RESERVATIONS

10/1

ARTWORK DEADLINE

10/24

THE NUTCRACKER — BALLET —

As a non-profit performing arts company, ticket revenue and school tuition cover just a portion of our expenses, which means we need companies like yours to keep our dancers on their toes!

Please consider the following Sponsorship Opportunities.

Releve Sponsor

\$15,000

- Logo inclusion in all Nutcracker media promotions – which includes digital billboards, statewide TV, print and internet advertising (\$45,000 value)
- 1000 branded audience gifts for a single performance with sponsor logo
- Logo and full-page ad in The Nutcracker Ballet program
- Sponsor logo projected on the Popejoy Hall walls prior to all performances and banner in UNM lobby
- Back stage tour before the performance with artists meet and greet
- Year-long inclusion on NMBC's website and in the program for our spring show
- Invitation to a closed rehearsal and special meet and greet with guest artists from New York City
- 30 tickets to The Nutcracker Ballet and 4 tickets to our spring show
- 8 tickets to the New Mexico Ballet Company Gala - September 6, 2018

Arabesque Sponsor

\$10,000

- Logo inclusion in all Nutcracker media promotions – which includes digital billboards, statewide TV, print and internet advertising (\$45,000 value)
- 1000 branded audience gifts for a single performance with sponsor logo
- Logo and full-page ad in The Nutcracker Ballet program
- Sponsor logo projected on the Popejoy Hall walls prior to all performances and banner in UNM lobby
- Back stage tour before the performance with artists meet and greet
- Year-long inclusion on NMBC's website and in the program for our spring show
- Invitation to a closed rehearsal and special meet and greet with guest artists from New York City
- 20 tickets to The Nutcracker Ballet and 4 tickets to our spring show
- 2 tickets to the New Mexico Ballet Company Gala - September 6, 2018