

NEVADA *Ballet* THEATRE

James Canfield - Artistic Director

NBT Season 40 2011-2012

ADVERTISING INFORMATION

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The Nutcracker - photo by Jeff Speer

The Nutcracker to be performed December 17-24 by Nevada Ballet Theatre at Paris Las Vegas

THE SEASON PROGRAM BOOK

AUDIENCES RAVE
about Award-Winning
Nevada Ballet Theatre
and its affiliated Academy.

Nevada Ballet Theatre is the state's premier and largest professional ballet company and dance academy.

This 501(c)(3) non-profit organization has been bringing extraordinary performances, exceptional dance education, and engaging outreach programs to tens of thousands of residents, audience members, and students annually for more than three decades.



Hubbard Street Dance Chicago's Rehearsal of *Petit Mort* by Jiří Kylián at the Harris Theater in Chicago, IL, USA. © Todd Rosenberg Photography 2010

Petit Mort to be performed October 29 & 30 by Hubbard Street Dance Chicago at Paris Las Vegas, Nevada Ballet Theater's first performance of the 2011-2012 Season.

Support the arts in the Las Vegas area. Reserve your space today to advertise in Nevada Ballet Theatre's Season Program Book.



**ADVERTISE IN NEVADA BALLET THEATRE'S
2011/2012 SEASON PROGRAM BOOK**

**TARGET YOUR
BEST CUSTOMERS**

Your Playbill Program advertisement is a perfect way to reach and target affluent, loyal customers and associate your organization with excellence and prestige throughout the year.

Leverage the ballet's elite luxury brand and get your message and services in front of the best target audience in Southern Nevada.

AUDIENCE DEMOGRAPHICS

Readership	22,000+
Age Range	35-70
Median Age	45
Education	75% College Degree
Household Income	\$75,000 - \$150,000
Male Readers	40%
Female Readers	60%
Married	70%
Own Home	75%

**2011/2012 SEASON
PLAYBILL PROGRAM BOOK
ADVERTISER BENEFITS**

Season Double Truck, Back Cover and Inside Front/Back Cover advertisers will receive vouchers for two VIP tickets to Nevada Ballet Theatre's opening performance – *Dance Dance Dance!*



Up by James Canfield - photo by Jeff Speer

Up to be performed October 29 & 30 by Nevada Ballet Theatre at Paris Las Vegas, Nevada Ballet Theater's first performance of the 2011-2012 Season.



INSERTION DETAILS

SEASON 2011/2012

	PRODUCTION	DATES	REACH	DEADLINES		PROGRAM FORMAT
				Reservation	Artwork	
	Opening Performance DANCE DANCE DANCE!	October 29 & 30	3,000	Sep 13	Sep 17	Magazine Format 8.5 x 11, Full Color
	<i>The Nutcracker</i>	December 17 – 24	12,000	Oct 15	Oct 22	Magazine Format 8.5 x 11, Full Color
	Nevada Ballet Theatre's Black & White Ball	January 28	750	Dec 5	Dec 12	Magazine Format 8.5 x 11, Black & White
	Future Dance Concert	May	2000	April 2	April 9	Black & White, 5.5 x 8.5
	Academy Spring Concerts	June	2000	April 2	April 9	Black & White, 5.5 x 8.5
	Community & Business Events & Exhibits	On-going	10,000+			

PRICE

SEASON AND SINGLE ISSUE PROGRAM BOOKS ADS SEASON 2011/2012

SEASON ADS	Both Productions! Only:	Opening Performance <i>DANCE DANCE DANCE!</i> Single Issue	<i>The Nutcracker</i>
Double Truck	\$5,400	\$1,858	\$4,090
Cover Inside	3,350	1,800	2,600
Back Cover	3,500	2,200	3,400
Back Inside Cover	2,900	1,900	2,400
Full Page	2,700	929	2,045
Half Page	2,025	695	1,535
Third Page	1,800	650	1,369
Quarter Page	1,500	550	1,140
Sixth Page	1,050	385	795

MAXIMIZE YOUR AD BUY WITH:

BLACK & WHITE BALL Program Book Ad . . . \$2,600
(B/W-one size-full page)

BLACK & WHITE BALL Program Book Ad
with Table Purchase* . . 1,800
(B/W-one size-full page)

ACADEMY & FUTURE DANCE PROGRAM BOOKS

Cover Inside	\$600
Back Cover	650
Back Inside Cover	500
Full Page	300

QUESTIONS?

CONTACT: CINDY FOX, DIRECTOR OF MARKETING
CFOX@NEVADABALLET.ORG | (702) 243-2623 EX.224

*for table purchase and information e-mail specialevents@nevadaballet.org.

BLACK & WHITE BALL

PROGRAM BOOK

The Black & White Ball is one of the most highly anticipated social events of the year and is the premier opportunity to position your company with a select target audience of educated, affluent, and influential community and business leaders who support the arts in the Las Vegas area.

Reserve your space today to advertise in Nevada Ballet Theatre's 2012 Black & White Ball Program Book.



BLACK & WHITE BALL

THE EVENT

Surrounded by arts supporters as well as local dignitaries and celebrities, the 'Woman of the Year' award is presented by Cartier and Nevada Ballet Theatre following an elegant evening of cocktails, dinner and lively entertainment.

THE HISTORY

Since 1985, the Black & White Ball has been a societal mainstay in the city of glitz and glamour. Honoring legendary females who have positively impacted the performing arts, this annual fund raiser supports the state's largest professional ballet company. Generating significant media attention, The Black & White Ball began garnering national recognition when it honored Debbie Reynolds in 2001. Since then, articles have appeared in "People," and "The Los Angeles Times," among others.

YOUR OPPORTUNITY

When you advertise in the 2012 Black & White Ball Program Book, you are reaching Las Vegas' most elite audience. Place your company within the pages of the Black & White Ball Program Book and you place your company in the hands of Las Vegas' most prolific patrons and affluent consumers.

YOUR COMMITMENT

Your ad in Nevada Ballet Theatre's 2012 Black & White Ball Program Book also makes a significant public relations and branding statement for your company. Not only will it reach a targeted influential audience, but advertising with Nevada Ballet Theatre also **demonstrates** your commitment to the arts and support of nonprofit organizations in Nevada.



PAST RECIPIENTS OF THE WOMAN OF THE YEAR AWARD:

Elaine Wynn	1985
Nancy Houssels	1986
Parvin Modaber Jacobs, MD	1987
Marjorie Barrick	1988
Thalia Dondero	1989
Kathy Giovenco	1990
Barbara Gomes	1991
Christina Hixson	1992
Yvonne Franchi	1993
Phyllis McGuire	1994
Jan Laverty Jones	1995
Claudine Williams	1996
Kitty Rodman	1997
Jeanne Hood	1998
Lt. Governor Lorraine Hunt	1999
Toni Clark	2000
Debbie Reynolds	2001
Chita Rivera	2002
Carol Channing	2003
Celine Dion	2004
Ann-Margret	2005
Rita Rudner	2006
Paula Abdul	2007
Twyla Tharp	2008
Bette Midler	2009
Marie Osmond	2010
Priscilla Presley	2011

INSERTION DETAIL

The Black & White Program Book Deadline is 12/5/11
Artwork Deadline is 12/2/11

BLACK & WHITE BALL PROGRAM BOOK AD \$2,600

BLACK & WHITE BALL PROGRAM BOOK AD WITH TABLE PURCHASE* \$1,800

BLACK & WHITE TABLE PURCHASE OPTIONS

Diamond Table for 10	\$25,000
Platinum Table for 10	\$10,000
Gold Table for 10	\$6,000

ADVERTISE IN NEVADA BALLET THEATRE'S BLACK & WHITE BALL SOUVENIR PROGRAM BOOK

BLACK & WHITE BALL
AUDIENCE DEMOGRAPHICS

Nevada Ballet Theatre's Black & White Ball Program Books are read **cover-to-cover** by an affluent market of residents who can well afford your products and services. Further, many of our upscale audience members from around the Valley—including Summerlin, Henderson, and Green Valley—enjoy the programs as keepsakes providing maximum exposure for your marketing efforts.

- Las Vegas' premier audience to reach! Decision-makers with disposable income and educated arts patrons.
- Community and business leaders.
- Families and organizations who support arts events in our community.

QUESTIONS?

CONTACT: CINDY FOX
DIRECTOR OF MARKETING
CFOX@NEVADABALLET.ORG
(702) 243-2623 EX.224

* for table purchase and information e-mail specialevents@nevadaballet.org.

NEVADA BALLET THEATRE Insertion Order Form

Simply check the box next to the **Program** and **Ad Size** you want to order. **SEASON 2011/2012**

THE SEASON

Ad will run in BOTH Playbill programs:
(Opening Season Performance and
The Nutcracker)

<input type="checkbox"/> Double Truck	\$5,400
<input type="checkbox"/> Cover Inside	3,350
<input type="checkbox"/> Back Cover	3,500
<input type="checkbox"/> Back Inside Cover	2,900
<input type="checkbox"/> Full Page	2,700
<input type="checkbox"/> Half Page (h)	2,025
<input type="checkbox"/> Third Page (v)	1,800
<input type="checkbox"/> Quarter Page	1,500
<input type="checkbox"/> Sixth Page <input type="checkbox"/> V <input type="checkbox"/> H	1,050

SINGLE ISSUE

Ad will run in SINGLE Program book:
Opening Season Performance
DANCE DANCE DANCE!

<input type="checkbox"/> Double Truck	\$1,858
<input type="checkbox"/> Cover Inside	1,800
<input type="checkbox"/> Back Cover	2,200
<input type="checkbox"/> Back Inside Cover	1,900
<input type="checkbox"/> Full Page	929
<input type="checkbox"/> Half Page (h)	695
<input type="checkbox"/> Third Page (v)	650
<input type="checkbox"/> Quarter Page	550
<input type="checkbox"/> Sixth Page <input type="checkbox"/> V <input type="checkbox"/> H	385

THE NUTCRACKER

The Holiday Tradition.
At the Paris Théâtre

<input type="checkbox"/> Double Truck	\$4,090
<input type="checkbox"/> Cover Inside	2,600
<input type="checkbox"/> Back Cover	3,400
<input type="checkbox"/> Back Inside Cover	2,400
<input type="checkbox"/> Full Page	2,045
<input type="checkbox"/> Half Page (h)	1,535
<input type="checkbox"/> Third Page (v)	1,369
<input type="checkbox"/> Quarter Page	1,140
<input type="checkbox"/> Sixth Page <input type="checkbox"/> V <input type="checkbox"/> H	795

Yes! I also want to advertise in the following programs books:

<input type="checkbox"/>	BLACK & WHITE BALL
<input type="checkbox"/> Program Book Ad (B/W)	\$2,600
<input type="checkbox"/> Program Book Ad with table purchase (B/W)	1,800

<p>Reach Families at our Future Dance and Academy Spring Concerts! Check box to indicate performance book and placement.</p>	<input type="checkbox"/>	<input type="checkbox"/>	
	ACADEMY SPRING CONCERT Program Book	FUTURE DANCE Program Book	
	<input type="checkbox"/> Cover Inside (B/W)	\$600	\$600
	<input type="checkbox"/> Back Cover (B/W)	650	650
	<input type="checkbox"/> Back Inside Cover (B/W)	500	500
<input type="checkbox"/> Full Page (B/W)	300	300	

PAYMENT INFORMATION

TOTAL ORDER: \$ _____

TERMS OF PAYMENT: All ads must be paid in full at artwork deadline.

Advertiser _____

Payment Type Credit Card Check

Contact _____

Please Charge My Visa MC Amex Discover

Mailing Address _____

Card Number _____

City/State/Zip _____

Exp. Date _____

Phone _____

Name On Card _____

Email Address _____

Signature _____

Email completed form to Cindy Fox at cfox@nevadaballet.org or fax to (702) 804-0382

1651 Inner Circle | Las Vegas, NV 89134 | p. (702) 243-2623 | f. (702) 804-0382 | www.nevadaballet.org

NEVADA BALLET THEATRE

Digital Ad Specifications SEASON 2011/2012

MECHANICAL SPECIFICATIONS FOR:

THE SEASON PROGRAM (COLOR - ALL SIZES) BLACK & WHITE BALL (B/W-ONE SIZE-FULL PAGE)

DOUBLE TRUCK

Trim Size - 11" x 17"
Live Area - 16" x 10.5"
Full Bleed Area - 11.25" x 17.25"

HALF PAGE (Horizontal)

Image Area - 8" x 5.125"

1/3 PAGE (Vertical)

Image Area - 2.5" x 10.25"

BACK COVER

Trim Size - 8.5" x 11"
Live Area - 8" x 10.5"
Full Bleed Area - 8.75" x 11.25"

1/4 PAGE (Vertical)

Image Area - 3.875" x 5.125"

1/6 PAGE (Vertical)

Image Area - 2.5" x 5.125"

INSIDE FRONT / INSIDE BACK COVER

Trim Size - 8.5" x 11"
Live Area - 8" x 10.5"
Full Bleed Area - 8.75" x 11.25"

1/6 PAGE (Horizontal)

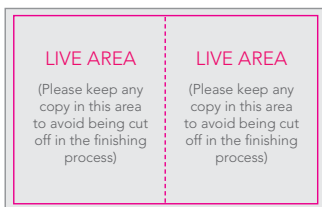
Image Area - 5.25" x 2.5"

ACADEMY AND FUTURE DANCE PROGRAM BOOKS (B/W) (one size)

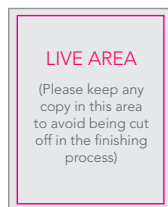
Trim Size - 5.5" x 8.5"
Live Area - 5" x 8"
Full Bleed Area - 6" x 9"

FULL PAGE

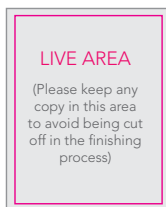
Trim Size - 8.5" x 11"
Live Area - 8" x 10.5"
Full Bleed Area - 8.75" x 11.25"



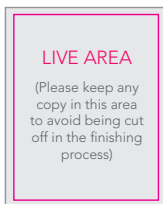
DOUBLE TRUCK



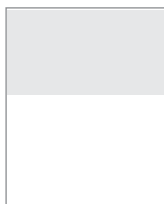
BACK COVER



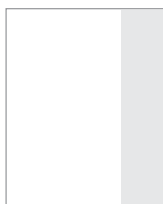
INSIDE FRONT/
INSIDE BACK COVER



FuLL pag E



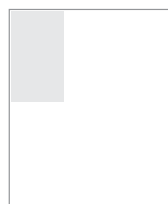
Ha LF pag E
Horizontal



1/3 pag E
Vertical



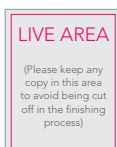
1/4 pag E
Vertical



1/6 pag E
Vertical



1/6 pag E
Horizontal



ACADEMY AND
Fu Tu RE Da NCE
pROg Ram

ACCEPTABLE FILE FORMATS:

ADOBE ACROBAT PDF

- High resolution, press quality
- Minimum 300 dpi at 100%
- Include all fonts (printer and screen) or outline ALL fonts
- Include bleed if it applies to your ad

ADOBE INDESIGN

VERSION CS3 OR PREVIOUS OR INTERCHANGE DOCUMENT

- Please "package" your InDesign file to include all linked files and fonts
- Attach as a zipped file

COLOR ADS

Color ads must be created using CMYK colors. Any Pantone or RGB colors will be converted to CMYK equivalents where color shift may occur. No spot colors please.

DEADLINE FOR AD SUBMISSION

All ads must be submitted by email (or agreed arrangement) no later than the deadlines found on Page 4.

Season Program (COLOR)	Sep 17
The Nutcracker (COLOR)	Oct 22
Black & White Ball Program (B/W)	Dec 12
Future Dance Concert (B/W)	Apr 9
Academy Spring Concert (B/W)	Apr 9

EMAIL YOUR AD TO:

production@quixoticcreative.com

If your ad size is larger than 15MB, please contact [production@quixoticcreative](mailto:production@quixoticcreative.com) or (702) 812-5077 to arrange other methods.

NEED HELP?

Advertising with Nevada Ballet Theatre provides access to an elite audience with income to spend on your products and services. Communicate your company's message the best way possible.

For questions regarding file preparation or technical assistance contact: production@quixoticcreative.com
(702) 812-5077

QUIXOTIC
CREATIVE
QUIXOTICCREATIVE.COM

For discounted design rates for Nevada Ballet Theatre advertisers, contact:
studio@quixoticcreative.com
(702) 812-5077