

Westchester Ballet Company



The Nutcracker 2018

providing scholarships . . . creating memories . . . promoting artistry

Your Ad in this Year's Nutcracker program will . . .

- Be seen by thousands of people who live in Westchester County.

The program is a book in "Playbill" format, bound with a separate color cover. It will be distributed to all those who attend our four full-length performances at Westchester County Center on **Friday, December 14th, Saturday, December 15th, and Sunday, December 16th**. The Nutcracker, which is presented with support from the Westchester Department of Parks, Recreation and Conservation and the Friends of the Westchester Ballet Company, is seen each year by more than 6000 people. Keep in mind that theater/concert programs get high readership from their "captive audiences." Don't miss out!

- Support the Westchester Ballet Company and its Scholarship Program.

And help sustain its Community Outreach Programs and all its productions. Since its inception in 1988, the Westchester Ballet Company's Scholarship Program has awarded over \$150,000 to more than 300 young dancers throughout the area. The company presents an annual spring ballet in addition to The Nutcracker, and WBC dancers bring the joy of ballet to preschool children, nursing home residents, and community groups.

- Identify you as a supporter of Westchester's dedicated young people.

Over 100 cast members from throughout Westchester train year-round to bring this professional production to our community. Many of them studied intensively at prestigious summer programs this year; some of them won scholarships. They will devote countless hours of rehearsal between September and December. Your continued support for them is recognized and appreciated.

Westchester Ballet Company
Nutcracker 2018 Program



BUSINESS ADVERTISEMENTS Please indicate the advertisement you would like to purchase.

- Back Cover: \$1000.00 Inside Cover: \$900.00
 Full Page: \$375.00 Half Page: \$175.00 Quarter Page: \$100.00
Please indicate if your ad will be black & white or color (same charge for both) _____
 Please repeat my ad from last year without changes.

COMPANY/ORGANIZATION CONTACT

Name: _____
Company/Organization: _____
Address: _____
Telephone: _____ Email: _____

PAYMENT METHOD Check

Total Amount of Check \$

All checks should be made payable to: The Westchester Ballet Company. Ad payments are not tax-deductible as a charitable contribution but may be tax-deductible as a normal business expense. If you wish to include a donation with your ad purchase, please indicate this on your check or charge amount. Donations to The Westchester Ballet Company are tax-deductible.

MECHANICAL REQUIREMENTS

Cover Page 4 5/8" wide x 7 5/8" high | 300 pixels per inch resolution
Full Page 4 1/2" wide x 7 5/8" high | 300 pixels per inch resolution
Half Page 4 1/2" wide x 3 3/4" high | 300 pixels per inch resolution
Quarter Page 4 1/2" wide x 1 3/4" high OR 3 5/8" high x 2 1/8" wide | 300 pixels per inch resolution

ACCEPTED FORMATS

Adobe InDesign PDF Adobe Illustrator
Artwork for advertiser-produced ads must be camera ready.

SUBMISSION METHODS

1. By Email (preferred): Please send to info@westchesterballet.org
2. By Regular Post: Please send CD with saved artwork, fonts embedded and proof to:
The Westchester Ballet Company, P.O. Box 694, Ossining, NY 10562.

ADVERTISING DEADLINES All materials and payments must be provided along with a hard copy proof by **November 14, 2018.**