

Virginia Ballet Company Season Program Advertising

Ad Description			Width in Inches	Height in Inches	Pages	11	6	2	1
1/8 Page	Horizontal	B&W	2.25	1.50	0.13	\$ 175.00	\$ 100.00	\$ 50.00	\$ 30.00
1/4 Page	Vertical	B&W	2.50	4.00	0.25	\$ 350.00	\$ 200.00	\$ 100.00	\$ 60.00
1/2 Page	Horizontal	B&W	4.25	3.50	0.50	\$ 600.00	\$ 350.00	\$ 200.00	\$ 110.00
Full Page	Vertical	B&W	4.75	7.50	1.00	\$ 1,200.00	\$ 650.00	\$ 350.00	\$ 225.00
Full Page	Inside Cover, Front or Back	B&W	5.00	8.00	1.00	\$ 2,000.00	\$ 1,100.00	\$ 550.00	\$ 325.00
Full Page	Back Cover	Color	5.00	8.00	1.00	\$ 3,000.00	\$ 1,800.00	\$ 900.00	\$ 500.00

Each column lists the performances where the ad will appear

All 11 programs if paid by October 31 will be 1/2 price



Nutcracker	Nutcracker	
12/27/2017	12/27/2017	
12/27/2017	12/27/2017	
12/28/2017	12/28/2017	
12/28/2017	12/28/2017	
12/29/2017	12/29/2017	
12/29/2017	12/29/2017	
Coppelia	Coppelia	
4/28/2018	4/28/2018	
4/28/2018	4/28/2018	
Precedence	Precedence	
Aug-18	Aug-18	
	OR	
Impact	Impact	
5/12/2018	5/12/2018	
5/12/2018	5/12/2018	