

VITACCA

VOCATIONAL SCHOOL FOR DANCE

2023 The Woodlands Nutcracker Program Advertisements

2023 is Vitacca Dance's sixth year to produce the full-length *Nutcracker* in The Woodlands. We are presenting five performances on November 24, 25 & 26, 2023. We will distribute an estimated 1,000 programs. They will be distributed to audience members and local supporters. Our programs are kept as keepsakes and for reference, which gives you more exposure than a one-time ad. This is a perfect opportunity to show your support of local Arts. Patrons are expected to include residents from The Woodlands, Spring, Magnolia, Tomball, Greater Houston, and Conroe. All shows sell out each year!

To the right are the advertising sizes offered. Our programs are printed as a booklet on a high-quality stock. The finished size is 5.5" wide by 8.5" high.

One-third page is black and white; 5" wide by 2.67" high.

One-half page is black and white; 5" wide by 4" high.

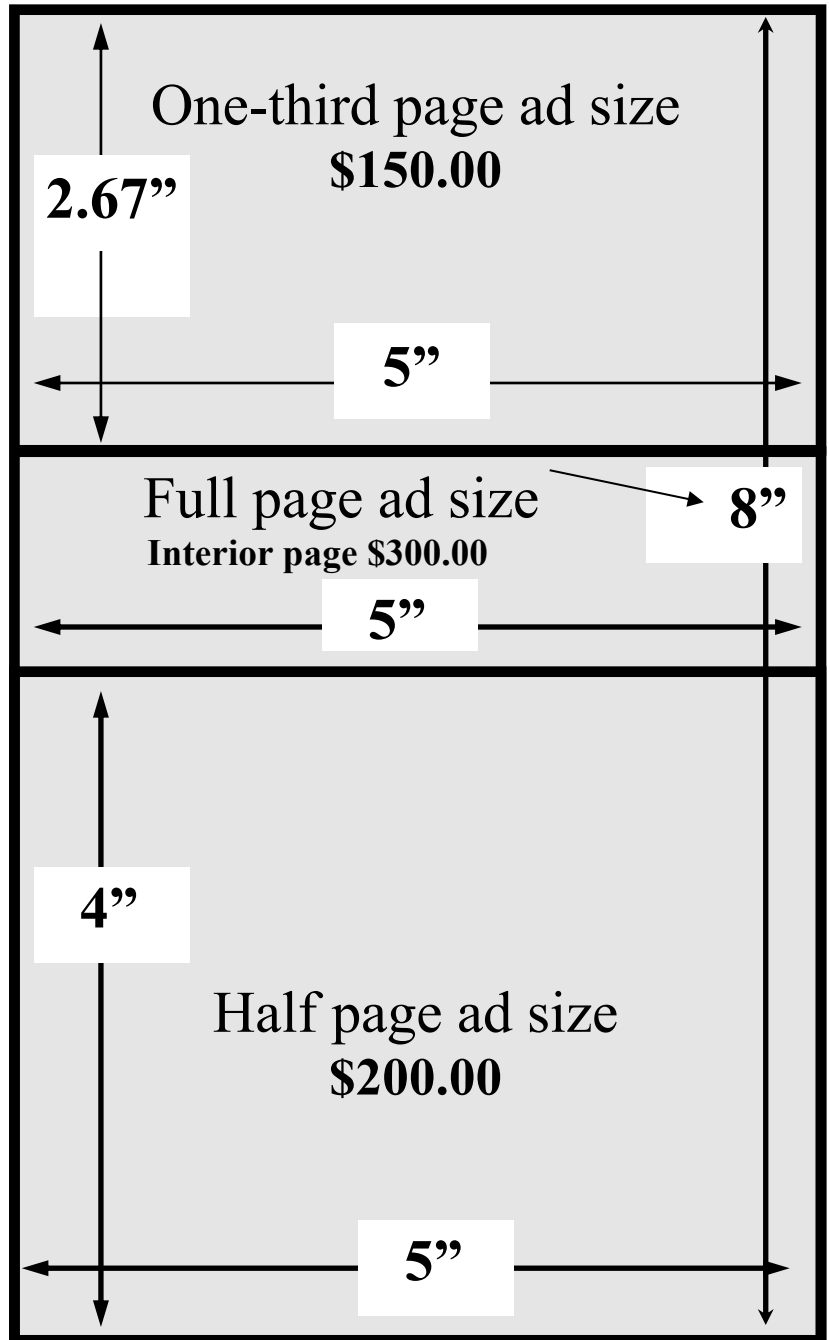
Full page color: 5" wide by 8" high.
FULL PAGE ads must be portrait orientated.

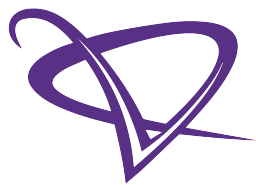
Additional ad specs are available on the agreement page.

There are a few premium placement ads available. The back cover, inside front cover, and inside back cover. Those must be full color and are only available to businesses. We will not accept any personal ads for the covers. Premium spots are first come first served after last year's advertiser has refused renewal.

If you have any questions, please call School Manager Susie Fallstich at 281-367-7185.

Thank you for the opportunity!
Vitacca Vocational School for Dance,
Woodlands





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This agreement includes ad placement in the 2023 Nutcracker Program
DEADLINE FOR SUBMISSION IS SATURDAY, October 14, 2023!

Company Name:			
Contact:			
Phone:		Email:	

Ad size Chosen	LOCATION & POSITION SIZE RATES	Width x Height.	Ad Price
	Back cover - FULL COLOR* (subject to availability)	5.5x8.5" + 0.25" bleed	\$600.00
	Inside front cover - FULL COLOR* (subject to availability)	5.5x8.5" + 0.25" bleed	\$550.00
	Inside back cover - FULL COLOR* (subject to availability)	5.5x8.5" + 0.25" bleed	\$500.00
	Full page - FULL COLOR*	5" x 8"	\$300.00
	Half page (landscape orientation only) - Black and white	5" x 4"	\$200.00
	One-third page (landscape orientation only) - Black and white	5" x 2.67"	\$150.00
	NEW ADD ON: 2 - Half page B&W program ads in May (1 - Houston Soiree & 1 - The Woodlands Soiree) (landscape orientation only)	5" x 4"	\$125.00

Placement Guidelines

- Payment in full is due upon order. Please make your check payable to *Vitacca Dance Woodlands*.
- Digital artwork is required. ***FULL PAGE Ads are Portrait Orientation ONLY.**
- Deadline for all advertisement copy (electronic file, hard copy, agreement & payment) is Saturday, October 14, 2023 (no exceptions)!
- NEW ADD ON: Ad to be submitted at the same time as Nutcracker program ad. The same ad will be used in both Houston Soiree & The Woodlands Soiree programs. Please take note of ad specs if different from your Nutcracker program ad purchase.

Digital Artwork Specs & Submission Details

- Digital artwork must be submitted in TIFF or JPEG format at 600 dpi (for print, not screen resolution), in CMYK for both color AND black and white ad submissions. Send electronic files to woodlandsadmin@vitaccadance.com or leave the ad at the Vitacca Dance Woodlands front desk on CD media. **DO NOT USE GRAPHICS FROM A WEBSITE!** The resolution is too low. Please be sure ad size is correct. Please, ***do not submit a Word or PDF file.***
- High resolution hard copy must accompany this completed agreement and payment. This will be your proof! You will not receive an additional proof. We will match our final draft to the hard copy you provide.
- If a call is needed for questions regarding artwork please send contact information via e-mail, woodlandsadmin@vitaccadance.com.

Questions? Initial contact to Susie Fallstich must be made via email: woodlandsadmin@vitaccadance.com

Vitacca Dance Representative Signature

Advertiser's Signature

Printed Vitacca Dance Representative's Name

Vitacca Dance Artist To Receive Credit

FULL PAGE AD

**5x8 inches
\$300**

8"

5"

1/3 PAGE AD

**5x2.67 inches
\$150**

2.67"

5"

1/2 PAGE AD

**5x4 inches
\$200**

4"

5"

0.25" BLEED

AD SIZE

SAFE ZONE

COVER AD

5.5x8.5in ad
+ 0.25in bleed

6x9 inches TOTAL
see sales sheet for pricing

SAFE ZONE
AD SIZE

0.25" BLEED

8.5"
9"

Please ensure all important content is within the 5x8in "Safe Zone." **The final ad will be cropped at 5.5x8.5in.** Please include a 0.25in bleed on all sides, making the document 6x9in total, to ensure your ad reaches all the way to the edge of our program cover pages.

5"

5.5"

6"