



2009-2010 Season Playbill

Ballet Virginia International values its sponsors, and offers numerous benefits to each corporate sponsor in addition to promoting the company's brand to a broad range of consumers through its theater season performances, well-known in Hampton Roads to be the pinnacle of pre-professional classical ballet performance. Corporate advertisers can reach more than 12,000 people per season. Our 2009 – 2010 Season will consist of Swan Lake and Other Flights of Fancy at the Sandler Center, The Nutcracker at the Harrison Opera House, and Sleeping Beauty at the Sandler Center.

Ballet Virginia International has over 200 families that frequent our studio many times a week. Introduce your business to our family by participating in our Studio Spotlight or Quarterly Newsletter.

Advertising Rates

These are all non-bleeding dimensions and all ads are black & white.

- Available Packages:
- A = 2009-2010 season playbill
 - B = Newsletter Spotlight Ad (4 issues per year) \$200.00
(includes event and academy calendar)
 - C = Studio Spotlight Ad (per month) \$100.00
(Vendor must provide their signage)
 - D = Full package: includes all of the above for 12 months!

	Package A	Package D
Full page	\$750	\$1720.00 (save 20%)
Half page	\$365	\$1540.00 (save 15%)
Quarter page	\$185	\$1350.00 (save 15%)
Inside front cover	\$1000	\$1920.00 (save 20%)
Inside back cover	\$1000	\$1920.00 (save 20%)
Choose ad placement	\$1000	\$1920.00 (save 20%)

Playbill Dimensions

Full page	4 ½" x 7 ½"
Half page	2 1/8" x 7 ½" (vertical)
Half page	4 ½" x 3 5/8" (horizontal)
Quarter page	2 1/8" x 3 5/8" (vertical)
Quarter page	1 ¾" x 4 ½" (horizontal)

DEADLINES:

Email artwork to hope@balletva.org. Package A creative due by October 1, 2009. Packages B - D due as soon as possible. Playbill artwork must be black and white. Color artwork is acceptable for B & C.