



Proud Honor Company
member of
Regional Dance America

Presenters of *The Nutcracker*
with the Santa Cruz Ballet
Theatre Orchestra
A holiday tradition at the
SC Civic Auditorium, and
Spring In Concert
at the Cabrillo Crocker Theater
sbct.org

**ROBERT KELLEY AND
DIANE CYPHER**
Executive Artistic Directors

A Non-profit 501(c) 3
Corporation 77-0076069

SANTA CRUZ BALLET THEATRE ADVERTISING PURCHASE AGREEMENT

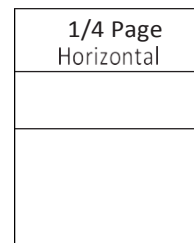
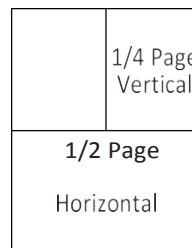
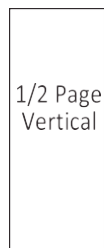
THE NUTCRACKER
December 21-23, 2018
SC Civic Auditorium

IN CONCERT
April 6-7, 2019
Cabrillo Crocker Theater

This is an agreement to purchase ad space, as specified below, for advertising in the Santa Cruz Ballet Theatre 2018–2019 season programs. Ads may be purchased just for *The Nutcracker* or for both shows of the season.

Please mark if you would like your ad in *The Nutcracker* only, or for the season at a DISCOUNT! Please select ad size and initial next to the cost of the appropriate option(s). *Note:* when advertising in both programs, you may use the same ad or provide a new ad for In Concert.

AD SIZES & PRICING		NUTCRACKER ONLY	FULL SEASON
Back Cover, Color Bleed	5.75" w x 8.75" h	\$ 580 _____	\$ 930 _____
Full Page Inside Cover, Color	5" w x 7.5" h	\$ 525 _____	\$ 840 _____
1/2 Page Inside Cover, Color	5" w x 3.6267" h	\$ 420 _____	\$ 675 _____
Full Page B/W	5" w x 7.5" h	\$ 420 _____	\$ 675 _____
1/2 Page B/W vertical	2.377" w x 7.5" h	\$ 265 _____	\$ 425 _____
1/2 Page B/W horizontal	5" w x 3.6267" h	\$ 265 _____	\$ 425 _____
1/4 Page B/W vertical	2.377" w x 3.763" h	\$ 200 _____	\$ 320 _____
1/4 Page B/W horizontal	5" w x 1.75" h	\$ 200 _____	\$ 320 _____



Questions:

Artwork

Donna Webster
831-359-6447
donnawebster2010@gmail.com

Forms & Payment

Sandy Nelson
831-477-1606
sandy@scbt.org

Checks Payable To: SCBT
(Santa Cruz Ballet Theatre)

Send payment and completed form to:
Santa Cruz Ballet Theatre
2800 S. Rodeo Gulch Rd #C
Soquel, CA. 95073

831-477-1606

MECHANICAL SPECIFICATIONS

- Program book size: 5.5" w x 8.5" h
- All ads and images must be provided digitally as a high resolution JPG or PDF. 300 DPI.
Or a vector Illustrator PDF file with fonts outlined.
- All ads must have a border or one will be added. No bleeds accepted, except for back cover.

TERMS & POLICIES

- Payment due in total on or before November 1, 2018.
- No space cancellation will be accepted after the space reservation deadline listed below.
- Liability of the publisher for errors is limited to the cost of the space occupied by error.

DEADLINES

The Nutcracker Space Reservation AND Payment Deadline, November 1, 2018
Artwork - *Nutcracker*, November 6, 2018 In Concert - February 15, 2019

Please provide your contact information and other details:

Name of Advertiser _____

Contact Name _____

Phone _____

Address _____

E-mail Address _____

Special Instructions _____

Signature _____ Date _____