



# ADVERTISING PURCHASE AGREEMENT

**THE NUTCRACKER**  
 December 9 – 10, 2023  
 SC Civic Auditorium

**IN CONCERT**  
 April 20 – 21, 2024  
 Cabrillo College Crocker Theater

This is an agreement to purchase ad space, as specified below, for advertising in the Santa Cruz Ballet Theatre 2023-2024 season programs. Ads may be purchased just for the *Nutcracker* or for both shows of the season.

Please mark below if you would like your ad in *The Nutcracker* program only, or for the season at a DISCOUNT. Please select ad size 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

Proud Company  
 member of  
 The Ballet Alliance

scbt.org

A Non-profit 501(c) 3  
 ID # 77-0076069

## QUESTIONS?

### Artwork

**Amie Forest**  
 831-331-3218  
[amie@amieforest.com](mailto:amie@amieforest.com)

### Forms & Payment

**Wendy Butler**  
 831-477-1606  
[wendy@scbt.org](mailto:wendy@scbt.org)

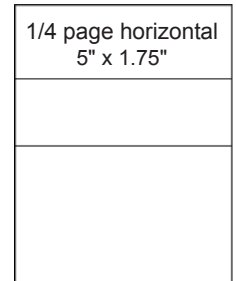
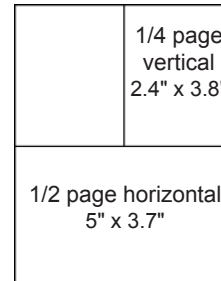
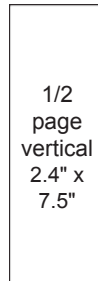
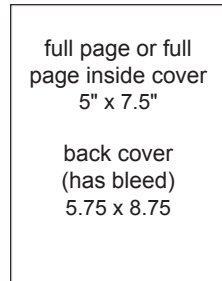
Checks Payable To: SCBT  
 (Santa Cruz Ballet Theatre)

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

Or email form to:  
[wendy@scbt.org](mailto:wendy@scbt.org)  
 and Venmo:  
[@santa\\_cruz\\_ballet\\_theater](https://www.venmo.com/santa_cruz_ballet_theater)

## AD SIZES & PRICING

AD SIZES & PRICING		NUTCRACKER ONLY	FULL SEASON
Back Cover, Color Bleed	5.75"w x 8.75" h	\$ 580 _____	\$ 930 _____
Full Page Inside Cover	5"w x 7.5"h	\$ 525 _____	\$ 840 _____
1/2 Page Inside Cover	5"w x 3.7"h	\$ 420 _____	\$ 675 _____
Full Page	5"w x 7.5"h	\$ 420 _____	\$ 675 _____
1/2 Page vertical	2.4"w x 7.5"h	\$ 265 _____	\$ 425 _____
1/2 Page horizontal	5"w x 3.7"h	\$ 265 _____	\$ 425 _____
1/4 Page vertical	2.4"w x 3.8"h	\$ 200 _____	\$ 320 _____
1/4 Page horizontal	5"w x 1.75"h	\$ 200 _____	\$ 320 _____



## MECHANICAL SPECIFICATIONS

- Program book size: 5.5" w x 8.5" h No extra cost for ads in color.
- 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.

- 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, 2023

Artwork - *Nutcracker*, November 8, 2023 SCBT In Concert - March 1, 2024

## Please provide your contact information and other details:

Name of Advertiser \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

Special Instructions \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_