

2009/10 ADVERTISING RATE CARD

I INVITE YOU to advertise with Dance Victoria.

For both the fall and spring seasons, Dance Victoria will print 5,000, or more, copies of a 6" x 9" full-colour souvenir program. The programs will be distributed at the following performances:

2009 FALL SEASON

National Ballet of Canada

Decidedly Jazz Danceworks *wowandflutter*

Alberta Ballet *The Nutcracker*
with the Victoria Symphony

2010 SPRING SEASON

Alberta Ballet Joni Mitchell's *The Fiddle and the Drum*

Crystal Pite/Kidd Pivot *Dark Matters*

Royal Winnipeg Ballet *Moulin Rouge* (The Ballet)

Compagnie Marie Chouinard *New Work*

Wen Wei Dance *Cock-Pit*

TECHNICAL SPECIFICATIONS

Accepted ad artwork formats: Illustrator EPS (fonts in outlines) or PDF (embed all fonts), 300 dpi

We accept EPS files saved from other programs (Mac or PC), but ensure that all text is converted to outlines, and all images have been converted to CMYK.

For electronically submitted photographs: CMYK, 300 dpi TIFF format preferred, JPEGs saved at maximum quality will also be accepted.

Logos should be supplied as EPS (vector artwork).

FTP coordinates are available, please ask.

To book your ad space contact:

Bonnie Light
250-388-5321
advertising@rayola.com

These ad sketches are shown at 50% size

Full Page ad + Inside front/back covers

full bleed: 6" x 9" + 1/8" bleed all around
37p6 wide x 55p6 tall

no bleed: 5" x 8"
30p wide x 48p tall

Half Page ad

5" x 3.75"
30p wide x 22p6

Prices listed are per program: one print ad, in one of the two programs (Fall or Spring). We also offer a one-time price to display your ad in both programs.

AD SPACE	WIDTH X HEIGHT	COST PER ISSUE/ BOTH ISSUES
Covers	6" x 9"	\$1200
Full Page	6" x 9"	\$1000/each \$1600/both
Half Page	5" x 3.75"	\$650/each \$1000/both

Prices do not include GST.

BOOKING DEADLINES: FALL AUG 14, 2009
SPRING SEPT 30, 2009