



## 2016 SOUVENIR PROGRAM ORDER FORM - BUSINESS ADS

The non-profit Ballet Repertory Theatre Association (BRTA) will again this December sell a \$5 souvenir program during the Ballet Repertory Theatre (BRT) performances of the “Nutcracker” at the Golden West College Mainstage Theater in Huntington Beach (please note that Ballet Repertory Theatre is not affiliated with the Golden West College). An estimated 5,000 patrons will attend the 15 performances of this holiday production. All of the proceeds from this annual fundraiser will be used to purchase costumes, props, and sets for future BRT productions. You can place an ad in this program to reach a wide Orange County audience while helping to support local performing arts. Thank you for supporting Ballet Repertory Theatre dancers with your order!

To publish an ad, follow these steps:

1. Create a computerized or handcrafted *page* according to the instructions below.
2. Fill out this *form* clearly and completely.
3. Write a *check* to the Ballet Repertory Theatre Association (*not BRTA*)\*.
4. Place all three items above in an envelope labeled “Nutcracker Ad”.
5. Contact Marcie Fathauer at [hbfamily@yahoo.com](mailto:hbfamily@yahoo.com) or 714-336-7971 to have your envelope picked up:

**NO LATER THAN NOVEMBER 6, 2016**

### FOLLOW AD DESIGN INSTRUCTIONS:

- Carefully proofread or spell-check the text in your ad. Do not use very small or light fonts.
- Submit photos of high quality with good contrast and brightness; all ads will be in black and white.
- Do not mix light photos with dark ones; each photo on a page cannot be lightened or darkened individually.
- Submit computer ads in Microsoft Word (2003 or later), JPEG, or Adobe PDF on a CD or DVD clearly labeled with your business’ name, your name, and your cell phone number. Include a sample of your submission on plain paper.
- Make sure your computerized ad does not exceed the sizes listed below; otherwise, it will be reduced for binding.
- For paper ads, submit high quality photos and text on photo paper or card stock. Do not fold your page.
- For paper ads, use double-sided tape to position photos; regular tape will show when ad is scanned.
- For paper ads, make sure your submission is not significantly smaller than the ad size you have selected. Otherwise, when scanned and enlarged, it will become blurry.
- For design questions or problems, contact Sylvie Nguyen at 714-274-5187 or [helpbrta@gmail.com](mailto:helpbrta@gmail.com).

### PRINT CONTACT INFORMATION:

Business name: \_\_\_\_\_ Contact name: \_\_\_\_\_

Business phone number: \_\_\_\_\_

Business email address: \_\_\_\_\_

### CIRCLE AD SIZE AND PRICE:

- (1) **Full page, inside back cover or on back cover (8X10.5): \$150**
- (2) **Full page, inside program (8X10.5): \$125**
- (3) **Half page (8X5.25): \$75**                      (4) **Quarter page (4X5.25): \$50**