



## 2019 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 Theater in Huntington Beach (BRT is not affiliated with the Golden West College). An estimated 5,000 patrons will attend the 16 performances of this holiday production. All the proceeds from this annual fundraiser will be used to purchase costumes, props, and sets for future BRT productions. Your business ad will reach a wide Orange County audience while supporting local performing arts. Thank you!

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 Leslie Obert at [obhaus@aol.com](mailto:obhaus@aol.com) or 714-915-1796 to have your envelope picked up:

**NO LATER THAN NOVEMBER 10, 2019**

### 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.
- Submit computer files in JPEG or PDF only on a disposable USB drive in a small plastic bag clearly labeled with your name, business name, and your cell phone number; include a sample of your submission on plain paper. Another option is to email your file to [helpbrta@gmail.com](mailto:helpbrta@gmail.com) and submit this form with your payment to Leslie Obert by the deadline. No ad will be published in the program without the submission of a form and payment by the deadline above.
- Do not mix light photos with dark ones; each photo on a page cannot be lightened or darkened individually.
- Do not submit an ad in the shape of a square. The correct dimensions are listed below next to each selection.
- Do not submit a quarter-page ad with landscape orientation. Only use the portrait orientation for that size.
- 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 your page 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 front cover or inside 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