



2019 SOUVENIR PROGRAM ORDER FORM - PERSONAL ADS

The non-profit Ballet Repertory Theatre Association (BRTA) will again this December sell a \$5 souvenir program at the Ballet Repertory Theatre (BRT) performances of the Nutcracker. All the proceeds from this annual fundraiser will be used to support BRT's current and future productions. You can place an ad in this program to preserve precious Nutcracker memories of your child while helping to support BRT dancers and shows. If you have any questions, please contact Sylvie Nguyen at 714-274-5187 by text or voice message, or write to helpbrta@gmail.com. Thank you for supporting BRT with your order!

To publish an ad, follow these steps:

1. Create a computerized or handcrafted *page* per 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. Drop off your envelope in the box marked BRTA at the Orange County Dance Center:

NO LATER THAN NOVEMBER 3, 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 child's name, your 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 and submit this form with your payment in the BRTA box 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 sizes.
- 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.

PRINT CONTACT INFORMATION:

Child's name: _____

2019 Nutcracker role: _____

Parent's name: _____

Parent's cell phone: _____

Parent's email address: _____

CIRCLE AD SIZE AND PRICE:

Full page, inside program (8X10.5): \$100

Half page, inside program (8X5.25): \$50

Only one complimentary program per full-page order, including group submissions (maximum \$5 value).

For group submissions only, name of recipient of complimentary program: _____

Quarter page, inside program (4X5.25): \$35