

# THE GEORGIA BALLET

## 2009-2010 PLAYBILL ADVERTISEMENT CONTRACT

### Playbill Ad Rates

Ad size	4-Color	Black & White
Full Page	\$500	\$425
Half Page	\$350	\$275
Quarter Page	\$200	\$125

### Premium Positions

Inside Front Cover	\$950
Inside Back Cover	\$950
Back Cover	\$1000
Link and Logo	\$25

### Ad Dimensions

Trim Size	5½" x 8½"
Full Page Bleed	5¾" x 8¾"
Full Page Live	4¾" x 7¾"
½ page – horizontal	4¾" x 3¾"
½ page – vertical	2¼" x 7¾"
¼ page – horizontal	4¾" x 1⅞"
¼ page – vertical	2¼" x 3¾"

Space Reservation deadline      9/14/09  
 Artwork deadline                      9/30/09

### Mechanical requirements

Electronic Files: 300dpi PDF files are preferred. High resolution JPEG, TIFF, or EPS files also accepted.

Camera-ready Artwork: Please provide a high quality print on a clean white background.

Please send all advertising materials to:

The Georgia Ballet  
 Attn: Marketing Dept.  
 1255 Field Parkway  
 Marietta, GA 30066

asfazio@georgiaballet.org  
 Phone: 770-528-0881  
 Fax: 770-528-0891

Please make checks payable to The Georgia Ballet.

\_\_\_\_\_  
 Company Name

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

\_\_\_\_\_  
 Street Address

\_\_\_\_\_  
 City / State / Zip

\_\_\_\_\_  
 Telephone                                      Fax

\_\_\_\_\_  
 E-mail

\_\_\_\_\_  
 Advertising Agency

\_\_\_\_\_  
 Ad Agency Contact                      Phone

Ad size	Color
___ Full page	___ Full color
___ Half page	___ Black
___ Quarter page	
___ Premium position	

*please specify* \_\_\_\_\_

\_\_\_ Link and Logo

**Total of Contract \$** \_\_\_\_\_

### Contract Regulations

Advertisers and advertising agencies assume liability for all content (including but not limited to text, representation, illustration, trademark and copyright infringement, violation of rights of privacy libel and unauthorized use of a name) of advertisements printed, and also assume responsibility for any claims arising therefrom made against The Georgia Ballet, including but not limited to reasonable attorney's fees, judgements and amounts paid in compromise. The Georgia Ballet reserves the right to decline any advertising. The Georgia Ballet's maximum liability for breach of this agreement will be an amount equal to the sums paid by the advertiser here under.

Please insert my advertisement in the 2009-2010 Georgia Ballet season playbill. I have indicated on this contract the position, size, and color of my ad. I agree to the terms and conditions as described in this contract and signify my agreement by signing and dating this contract.

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

\_\_\_\_\_  
 Georgia Ballet Representative                      Date