

# Sales Contract 2022/2023

**As a business owner, you know you need maximum impact with your advertising dollars. Let us help you.**

Ballet Edmonton programs are read by an educated, arts-centric, and affluent audience.

Your ad will be front and centre and in the hands of our patrons. That's a captive pre- and post-show audience with something to read while they wait. Our programs are good looking and contemporary... kind of like us.

Consumers are a savvy bunch and for many, they prefer to give where they live. Have a look at our rate card and see how we can shine a little spotlight on what YOU do best!

## PROGRAMS

### RUN DATES

REMEO.....Oct 14 & 15, 2022  
 CREO ..... Feb 24 & 25, 2023  
 CONSENTUS.....May 5 & 6, 2023

## ADVERTISING RATES\*

	1X	3x
<input type="checkbox"/> ■ Full Page .....	\$400	\$375
<input type="checkbox"/> ■■ Double-Page Spread .....	\$600	\$525
<input type="checkbox"/> ■□ 1/2 Double-Page Spread .....	\$350	\$325
<input type="checkbox"/> ■□ 1/2 Horizontal .....	\$300	\$270
<input type="checkbox"/> ■□ 1/2 Vertical .....	\$300	\$270
<input type="checkbox"/> ■ Inside Front Cover .....	\$450	\$425
<input type="checkbox"/> ■ Inside Back Cover .....	\$450	\$425
<input type="checkbox"/> ■ Back Cover .....	\$600	\$560

SELECT ONE

*\*per program, net rates, Cdn.*

## INSTRUCTIONS FOR ADVERTISER

**Supplied Ads:** Refer to production specifications page, (also available at [balletedmonton.ca/media](http://balletedmonton.ca/media)) and send your ad to [design@odvod.com](mailto:design@odvod.com)

**Build Ads:** Send the pieces you want included in your ad-build to [design@odvod.com](mailto:design@odvod.com)

**Ad Design Required:** Check this box and a production manager from Odvod Media will contact you.

Please note that material deadlines are two weeks prior to performance.

## ADVERTISER INFO

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

Main Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## TERMS

- You will be charged after the signing of the agreement.
- Payment due upon receipt of invoice.
- 24% annual interest charged on outstanding amounts.
- Ad cancellation requires 60 days' written notice, otherwise purchaser is liable for the full cost of the ad.
- Production fees of \$150/hr will be charged on ALL ads that do not meet production specifications.

## PURCHASE AUTHORIZED BY

My signature below indicates that I have read this contract and agreed to purchase advertising as indicated above.

\_\_\_\_\_  
 Client Signature

\_\_\_\_\_  
 Client Name (please print)

\_\_\_\_\_  
 date

## for Ballet Edmonton

\_\_\_\_\_  
 Signature

\_\_\_\_\_  
 date

## PROGRAM DIMENSIONS

Trim Size 8.5" x 8.5"

■ Full Page

■ Double-Page Spread

▢ 1/2 Horizontal

▢ 1/2 Vertical

## PRODUCTION REQUIREMENTS

- All colours must be converted to CMYK.
- Minimum resolution of 300 dpi for all images and logos at 100%.
- Completed ad must be submitted as a press-ready high-resolution PDF.
- All ads, except full page ads, must have a defining border on all sides.
- All bleeds must extend 1/4" on each side - this ONLY applies to full-page ads, and double-page spreads. All other ads do not need bleed, but do require a 0.5 pt border.
- All files' ink-density levels (in image or graphic element) must not exceed 320%.

## RECOMMENDED SPECIFICATIONS

- The live area is 1/2" in from the trim size.
- Designers use a "rich black" (except for text below 24 pt). 20%C - 20%M - 20%Y - 100%K.
- 100% colour accuracy is not guaranteed.

## SUBMITTING ADS

Files **under** 15MB can be emailed to [design@odvod.com](mailto:design@odvod.com)

## AD DIMENSIONS (INCHES)

AD TYPE	WIDTH		HEIGHT
<b>Full Page w/ bleed (FPC)</b>	8.75"	x	8.75"
<i>Live Area</i>	8"	x	8"
<i>Trim Area</i>	8.5"	x	8.5"
<b>Double-Page Spread w/ bleed</b>	17.25"	x	8.75"
<i>Live Area</i>	16.5"	x	8"
<i>Trim Area</i>	17"	x	8.5"
<b>1/2 Horizontal</b>	7.5"	x	3.625"
<b>1/2 Vertical</b>	3.625"	x	7.5"
All ads are full colour			

**Trim Size (8.5" x 8.5"):** The actual physical size of the finished publication.

**Live Area (8" x 8"):** The area of the page occupied by the ad's images and text. All images and text must be within the boundaries of this area, except images which are intended to 'bleed' off the page.

**Bleed Area (8.75" x 8.75"):** The area used for ink to 'bleed' off the edges of the page so that no white edges occur when the publication is cut to Trim Size.

**Crop marks must be offset by 30 pt.**

