



BalletX

PHILADELPHIA'S
PREMIER
CONTEMPORARY
BALLET

CHRISTINE COX
ARTISTIC & EXECUTIVE
DIRECTOR

Advertise in BalletX's 2018-2019 Season Program Books

BalletX, Philadelphia's premier contemporary ballet, brings cutting-edge choreography to the city of Philadelphia, reaching over 70,000 people as Resident Dance Company of The Wilma Theater. Performing in the heart of the Avenue of the Arts, BalletX's 2018-2019 Season presents three performance series to one of the city's most diverse audiences:

- Over 90% attend other arts performances in Philadelphia
- Over 50% live in the city of Philadelphia, with most others traveling from the surrounding tri-state counties
- Two-thirds are female
- 15% are students at UPenn, Drexel, Temple, and UArts
- 20% are seniors (ages 65+)

To connect your business/organization with this audience while at the same time showing your support for the arts in Philadelphia, we invite you to consider placing a premium advertisement in the program books for our 2018-2019 Season.

Our program books are prepared with a unique level of artistry, and BalletX audiences value them as collectible items. Contact BalletX today to place a compelling full-color ad that will reach over **10,000 dance patrons** over the course of the season.

Advertise in all three Series for an exclusive discount!

Ad Specifications	Per Program	Full Season
Full Page, Color, 5"x8", No Bleed	\$1,200	\$3,000
Half Page, Color, 5"x3.9", No Bleed	\$900	\$2,200
Quarter Page, Color, 2.3"x3.9", No Bleed	\$600	\$1,400

Ad Guidelines: After submitting your completed Program Book Ad Buyer Form and payment, please email your high-resolution PDF, JPG, or TIFF file to jolmstead@balletx.org by the deadlines listed below:

- **Fall Series 2018 (Nov. 28-Dec. 9)** → November 2, 2018
- **Spring Series 2019 (Mar. 6-17)** → January 28, 2019
- **Summer Series 2019 (Jul. 10-21)** → June 3, 2019

For questions about ad purchases, contact Josh Olmstead at jolmstead@balletx.org or 215-225-5389 x104.



1923 WASHINGTON AVE.
PHILADELPHIA, PA 19146



215-225-5389
BALLETX.ORG



2018 - 2019

SEASON 3 SERIES → 7 WORLD PREMIERES

Program Book Ad Buyer Form

Company Name: _____

Contact Name: _____ Title: _____

Address/City/State/Zip: _____

Phone: _____ Email: _____

Purchase the Full Season:

- Full Page → \$3,000 *(\$600 Discount)*
- Half Page → \$2,200 *(\$500 Discount)*
- Quarter Page → \$1,400 *(\$400 Discount)*

Purchase by Series:

FALL SERIES 2018

Nov. 28-Dec. 9

- Full Page → \$1,200
- Half Page → \$900
- Quarter Page → \$600

SPRING SERIES 2019

Mar. 6-17

- Full Page → \$1,200
- Half Page → \$900
- Quarter Page → \$600

SUMMER SERIES 2019

Jul. 10-21

- Full Page → \$1,200
- Half Page → \$900
- Quarter Page → \$600

Purchase Total: \$ _____

PAYMENT METHOD:

- Check (PAYABLE TO: BalletX / MAIL TO: BalletX, 1923 Washington Avenue, Philadelphia, PA 19146)
- Credit Card

Cardholder Name: _____

Card Number: _____ Expiration: _____

Security Code: _____ Billing Zip Code: _____

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