



BalletX

PHILADELPHIA'S  
PREMIER  
CONTEMPORARY  
BALLET

CHRISTINE COX  
ARTISTIC & EXECUTIVE  
DIRECTOR

## Advertise in BalletX's 2019-2020 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 2019-2020 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 2019-2020 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	<i>\$3,000</i>
Half Page, Color, 5"x3.9", No Bleed	\$900	<i>\$2,200</i>
Quarter Page, Color, 2.3"x3.9", No Bleed	\$600	<i>\$1,400</i>

**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](mailto:jolmstead@balletx.org) by the deadlines listed below:

- **Fall Series 2019 (Dec. 4-15)** → October 28, 2019
- **Spring Series 2020 (Mar. 18-29)** → February 10, 2020
- **Summer Series 2020 (Jul. 8-19)** → June 1, 2019

**For questions about ad purchases, contact Josh Olmstead at [jolmstead@balletx.org](mailto:jolmstead@balletx.org) or 215-225-5389 x104.**



1923 WASHINGTON AVE.  
PHILADELPHIA, PA 19146



215-225-5389  
BALLETX.ORG



2019 - 2020

SEASON 3 SERIES → 8 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 2019

Dec. 4-15

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

#### SPRING SERIES 2020

Mar. 18-29

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

#### SUMMER SERIES 2020

Jul. 8-19

- 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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