



Garden City Ballet

the
nutcracker

advertising instructions

Deadline: October 21, 2019

Email camera ready art to: caroline@gardencityballet.org

Caroline Kurz, Administrative Director (tel 880-0970)

Need help building an advertisement? We will happily work with you!

Program Advertisement (\$500)

Donors at the \$500 level and above will receive a full page advertisement in the Nutcracker program, viewed by 2500 audience members. Guidelines are as follows:

Dimensions: 4.5" wide x 7.5" tall (no bleeds)

Output: black and white / greyscale

Resolution: at least 300 dpi at final size

Format: PDF or JPG

(Note: GCB may request a full color ad for placement on the inside front, inside back, or outside back of the program.)

Nutcracker Poster (\$2000)

Donors at the \$2000 level and above will also be recognized with placement of either donor name or company logo on the full color marketing poster. Posters will be distributed and displayed in local businesses and venues in Missoula and surrounding communities. Donors at this level will be contacted directly for graphic files.

Billboard Advertisement (\$3000)

Donors at the \$3000 level and above will also be recognized by placement of either donor name or company logo on the GCB billboard (running time 30 days). The billboard will be located on a prominent Missoula thoroughfare (i.e. Brooks, Stephens, Broadway). Donors at this level will be contacted directly for graphic files.

Note: All donors will be listed in the center spread of the Nutcracker program.