

## 2011-2012 PROGRAM AD RATES & AD INSERTION REQUEST FORM

Reserve your ad space in ADT's 2011-2012 Season Programs! There are three mainstage shows to choose from and several benefits to purchasing your print ad with ADT. All mainstage events are performed at Alaska Center for the Performing Arts' Discovery Theatre.

**Space reservation for Sorcerer's Apprentice due by October 3, 2011 with copy due by October 14, 2011.**

**Space reservation for Spring Mainstage due by February 6, 2012 with ad copy due by February 17, 2012.**

**Space reservation for Showcase due by April 23, 2012 with ad copy due by May 4, 2012.**

Ad insertion form can be faxed to ADT at 907-274-3078. Artwork can be submitted via email [lmbruce@alaskadancetheatre.org](mailto:lmbruce@alaskadancetheatre.org) or delivered to ADT. ADT requests that all ads be camera ready in high resolution .pdf format.

### PERFORMANCE DATES and DEMOGRAPHICS:

<b>Program A: Favorite Tales &amp; Stories – Sorcerer's Apprentice</b>	October 28, 29	capacity: 1,400 patrons
<b>Program B: Work En Avant – Othello</b>	March 2, 3	capacity: 2,800 patrons
<b>Intersections with Anchorage Opera – Solos + Arias</b>	April 13, 14	
<b>Program C: School of ADT Showcase</b>	May 18, 19	capacity: 1,400 patrons

Ad Specs	3 different options...we've got what's right for your business!		
Inside Front Cover Inside Back Cover Back Cover 7.5' x 10' - full color only 3 available!	<b>3 Programs</b> <b>\$2,000 (save \$250)</b> Package includes 4 tickets to each show Logo on ADT's website Thank you from the stage at the event	<b>2 Programs</b> <b>\$1,375 (save \$125)</b>	<b>Single Program</b> <b>\$750</b>
Full Page (b/w) 7.5' x 10' only 4 available!	<b>3 Programs</b> <b>\$1,600 (save \$200)</b>	<b>2 Programs</b> <b>\$1,100 (save \$100)</b>	<b>Single Program</b> <b>\$600</b>
Half Page (b/w) 3.625' x 10' vertical 7.5' x 4.875' horizontal only 8 available!	<b>3 Programs</b> <b>\$1,200 (save \$150)</b>	<b>2 Programs</b> <b>\$850 (save \$50)</b>	<b>Single Program</b> <b>\$450</b>
Quarter page (b/w) 3.625' x 4.875' vertical only 10 available!	<b>3 Programs</b> <b>\$1,000 (save \$50)</b>	<b>2 Programs</b> <b>\$675 (save \$25)</b>	<b>Single Program</b> <b>\$350</b>

Title: \_\_\_\_\_ First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone#: \_\_\_\_\_

Company Name: \_\_\_\_\_ I would like to reserve a \_\_\_\_\_ size ad at \$ \_\_\_\_\_ for Program (select one): A B C All 3

\_\_\_\_\_ I'm a new advertiser \_\_\_\_\_ One time payment \_\_\_\_\_ Invoice me | Make checks payable to Alaska Dance Theatre Check# \_\_\_\_\_

Credit Card #: \_\_\_\_\_ exp. \_\_\_\_\_ CSV \_\_\_\_\_

Name as is appears on card: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

OFFICE USE: Date rcv'd: \_\_\_\_\_ MB: \_\_\_\_\_ TY: \_\_\_\_\_ Tix: \_\_\_\_\_ Artwork: \_\_\_\_\_