



Season 2023/2024 Playbill Advertising

Businesses can reach a wide and devoted audience from all over Hampton Roads with an ad in our professionally designed playbills. With your support, Ballet Virginia can continue to enrich the cultural fabric of our region with excellence in dance education and performances.

This exciting season includes playbill advertising opportunities for:

“MOVING FORWARD” Contemporary Works: Zeiders American Dream Theater—October 13 and 14, 2023 (digital format)

“THE NUTCRACKER” with Symphonicity: Sandler Center for the Performing Arts—December 15 to 17, 2023 (printed format)

“DIVERSITY IN DANCE” Contemporary Works: Zeiders American Dream Theater—February 9 and 10, 2024 (digital format)

“CINDERELLA”: Sandler Center for the Performing Arts—March 16, 2024 (printed format)

RATES AND DIMENSIONS (see next page for illustration)

SIZE	DIMENSIONS	PRICE (entire season)
Full Page Inside Cover	5”W x 8”H or with bleeds, 5.833”W x 8.833”H no bleeds	\$1,500
Full Page	5”W x 8”H or with bleeds, 5.833”W x 8.833”H no bleeds	\$1,000
Half Page (horizontal only)	5”W x 3.85”H	\$500
Quarter Page (vertical)	2.375”W x 3.85”H	\$250
Quarter Page (horizontal)	5”W x 1.85”H (horizontal)	\$250

SUBMISSION AND DEADLINES

Business Name: _____ Contact Person: _____

Email: _____ Phone Number: _____

Ad Size (circle one): Full Inside Full Half Quarter Vertical Quarter Horizontal

Email artwork and this form to lisa@balletvirginia.org by October 1, 2023 to be included in Moving Forward or November 24, 2023 for The Nutcracker and all other performances. Artwork must be B/W in a PDF or JPEG file format

Full Page with bleeds 5.833"W x 8.833"H

Full page 5" W x 8" H

Half Page
Horizontal
5 W" x 3.85" H

Quarter Page Vertical
2.375" W x 3.85" H

Quarter Page Horizontal
5" W x 1.85" H