

**ADVERTISING IN THE JUNE, 2004
ACADEMY OF BALLET/CHAMBERDANCE PROGRAM**

The Academy of Ballet and Chamberdance are pleased to present their joint 2004 program on June 19 and 20 at the Cowell Theater, Fort Mason Center. This popular annual program will reach an audience of approximately 800 dancegoers, including dance students, parents and family of the student participants, young professionals, and those who love to attend live performances of dance.

Your advertisement will not only show your support for a top-quality arts training program, but will also reach a targeted population of people who are the patrons who make up the local community.

Reserve your ad soon for the best possible location. Because ads are placed on a first-come, first-served basis, we urge you to reserve your space quickly by returning the contract. The deadline for advertising is Friday, May 28, 2004. If you have any questions please feel free to contact us by phone: 415-271-4828 or by email, mehunt@criticaldance.com.

Mechanical Requirements

PLEASE NOTE: All ads, regardless of original format, will appear as black and white in the program.

Digital format:

You may supply your ad on disk or by email if it meets the following criteria:

- We can accept Macintosh files created in Quark Xpress, Adobe Photoshop (JPG, GIF or TIFF formats) or high resolution, print optimized PDF files.
- Please make sure you have included all elements of the ad on your disk, including the actual file, all graphics, scanned images, photos and fonts.
- Please also include an accurate laser proof of your ad.
- We can accept floppy disks, Zip disks and CD-ROM.
- We cannot accept graphic ads in Microsoft Word, Microsoft Publisher or PowerPoint although text-only ads can be submitted in Word. Please include the name of the font used.

Camera-Ready:

Camera-ready black & white ads can be supplied as traditional art mechanical. Plain paper 300 dpi lasers are acceptable.

You may also submit a clean business card (sized 3.5" x 2" in horizontal format) which can be scanned and turned into a One-Sixth sized ad for the program at no additional charge.

Responsibility for Artwork

All ads, artwork, mechanicals, disks, films, etc. will be returned to the advertiser or agency on request. Requests should be made within 60 days of the performance date. We assume no responsibility for such ads or artwork after this period.

**Academy of Ballet/ Chamberdance Program, June, 2004
ADVERTISING CONTRACT**

Space Reservation

Reserve the size indicated below. (See ad specifications and sizes on the reverse.)

- Full Page (\$150)
- Half page (\$75)
- Quarter Page Horizontal(\$30)
- Quarter Page Column (\$30)
- One-Sixth Page (Business Card) (\$25)
- One-Eighth Page (\$20)

ALL ADS MUST BE PAID IN FULL BY Friday, May 28, 2004 at 5:00 p.m.

Artwork

- My camera-ready artwork is enclosed.
- My digital artwork will be emailed by May 28, 2004 at 5:00 pm.
- My camera-ready artwork will arrive at the Academy of Ballet/Chamberdance by May 28, 2004 at 5:00 p.m.

Payment

- My check is enclosed, made payable to Chamberdance.
- Please bill me for my ad.

Name _____

Company _____

Signature _____

Date _____

Please sign and return to the Academy of Ballet/Chamberdance by May 28, 2004:

Chamberdance Ad
Academy of Ballet
2121 Market Street
San Francisco, CA 94114
415-552-1166
balletsf@aol.com