



2008 2009 Advertising Season

Advertising Information:

The Roxey Ballet will stage four productions this year totaling 21 shows

Attendance for the season totals nearly 7,500

Affluent individuals and families with disposable incomes attend the ballet

Your ad will be seen from late October – May

This season's productions:

DRACULA * THE NUTCRACKER * MORE....AMOR!
CHILDREN'S CLASSIC STORIES

Premium Positions

with weblinks

Outside back cover — \$1,800 (or \$500 per issue)

Inside back cover— \$1,620 (or \$450 per issue)

Inside front cover — \$1,440 (or \$400 per issue)

Standard Ads

With weblinks

Full page— \$1,200 (or \$350 per issue)

Half Page — \$650 (or \$200 per issue)

Quarter Page — \$400 (or \$125 per issue)

Business Card Ad--\$250 (or \$75 per issue)

Economy Ads

Business Card-Sized program Ad— \$50 per issue

Weblink— \$50

Business Card and Weblink Combo—\$75 per issue

Value Added Benefits for Full Page Season Advertisers

1. Four free tickets to any season performance
2. Tickets to one exclusive reception
3. Year-long recognition on Roxey website
4. Product/literature displays at performances

Thank you for supporting the Roxey Ballet, Hunterdon's only professional dance company. It is only through the support of advertisers and sponsors that the Roxey is able to bring their unique contemporary ballet company to our community—where for 16 years they've been enriching lives and educating youngsters.

The Roxey Ballet, 243 North Union St., Lambertville, NJ 08530



Roxey Ballet contemporary

2008 2009 Advertising Agreement

Company/Advertiser: _____

Contact: _____

Phone: (____) _____

Address: _____

Mobile: (____) _____

Fax: (____) _____

Email: _____

Mechanical Specifications for camera-ready artwork:

Full Page/Covers (Non Bleed) 5" X 8"

Half Page 5" X 4"

Quarter Page 5" X 2"

Business Card 2" X 3" or tbd

PAYMENT—Advertisers have the option of paying in full upon submission of artwork or being billed via payment plan. All season financial commitments must be met no later than October 1, 2009.

The Roxey reserves the right to approve or reject advertising copy. Advertisers assume full responsibility for advertisement content. The Roxey Program is published by the Roxey Ballet. Production costs are met by advertising revenue and remaining monies benefit The Roxey. The Roxey is a not-for-profit 501(c)3 organization.

SEASON INVESTMENT: _____ **DEPOSIT/BALANCE** _____

PER ISSUE INVESTMENT _____ **WHICH SHOWS?** _____

Advertiser

Date

Roxey Ballet

Date

Questions concerning advertising and ad materials can be directed to
Kristina Maiwaldt at Maiwaldt@roxeyballet.org or by calling 609.397.9191 x8
The Roxey Ballet, 243 North Union St., Lambertville, NJ 08530



Special Offer for Lambertville Chamber of Commerce
Advertisers....

Thank you for your support!

Full Season _ Page Ad, Weblink and \$500.00
1 Hour* in-house visit by two dancers
during the holiday season

Full Season FULL page Ad, Weblink \$1,000.00
And 1 Hour* in-house visit by two dancers
during the holiday season

Full Season Outside back cover, Weblink \$1,400.00
And 1 Hour* in-house visit by two dancers
during the holiday season

Full Season Inside back cover, Weblink \$1,300.00
And 1 Hour* in-house visit by two dancers
during the holiday season

Full Season Inside front cover, Weblink \$1,150.00
And 1 Hour* in-house visit by two dancers
during the holiday season

Value Added Benefits for Full Page Season Advertisers

1. Four free tickets to any season performance
2. Tickets to one exclusive reception
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4. Product/literature displays at performances

*1 Hour includes dancing, memorabilia signing, autographs, etc. Times to be agreed upon by RB and participants

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