

ASPEN SANTA FE BALLET

2017 - 2018 PROGRAM BOOK - AD SPECIFICATIONS

AD DEADLINES

Ad Reservation
October 6, 2017

Ad Materials
November 1, 2017

CONTACT:

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970-925-7175 x101
jessica@aspensantafeballet.com

Size and Orientation	Dimensions (W x H)	Price
2-page spread	16.75" x 10.875" (17" x 11.125 including bleed)	\$2,600
Outside back cover	8.375" x 10.875" (8.595" x 11.125 including bleed)	\$1,985
Inside back cover	8.375" x 10.875" (8.595" x 11.125 including bleed)	\$1,850
Inside front cover	8.375" x 10.875" (8.595" x 11.125 including bleed)	\$1,850
Full page	8.375" x 10.875" (8.595" x 11.125 including bleed) or 7.375" x 9.875" (no bleed)	\$1,625
1/2 page vertical	3.4375" x 9.875"	\$1,235
1/2 page horizontal	7.375" x 4.75"	\$1,235

Final trim dimensions: 8.375" x 10.875" (not including 0.125" bleed on all sides)
Live area: 7.375" x 9.875" (keep text and non-bleed elements 0.5" clear from trim)



AD SUBMISSIONS

High resolution press-ready PDFs are preferred. We can also accept EPS or high resolution TIFF files as well.

Microsoft Word or Publisher files are not acceptable.

Ads should be prepared WITHOUT crop marks but should include bleeds.

Please send press-quality pdf ads (up to 10 MB file size) to:
jessica@aspensantafeballet.com

Files over 10 MB should be uploaded at
<https://www.hightail.com/u/asfb>

PLEASE NOTE:

- All continuous tone images must have an effective resolution of at least 300 dpi
- Bitmap images must have an effective resolution of at least 1200 dpi
- All color images must be CMYK; no RGB or LAB color
- No spot colors
- Do not embed ICC profiles within images
- Include fonts for all imported graphics or convert fonts to outlines.

Ads submitted with low-resolution images or other technical problems will be returned for improvements, or ASFB can modify the files inhouse, with costs billed to the client at \$75 per hour.

Please direct any technical questions to:
sam@aspensantafeballet.com
970-925-7175 x116

Aspen Santa Fe Ballet reserves the right to refuse any ads not in compliance with our artistic or editorial standards.

