



Umran Sumen, Artistic Director  
Jeunesse Classique Ballet  
125 S 8500 Macleod Trail S  
Calgary, AB T2H 2N1

October 1, 2018

The Jeunesse Classique Ballet Society is pleased to announce that we will be presenting our 31st production of “The Nutcracker”, featuring Jaciel Gomez, former Principal Dancer of both the Cuban National Ballet and the Alberta Ballet. “The Nutcracker” is a wonderful tradition and a great way to begin the holiday season.

This year, the production will also tour to Medicine Hat for performances on Dec. 2 and 3 at the Esplanade Theatre. On Dec 7, 8 and 9 we will be presenting four shows at the University of Calgary Theatre.

As we are a non-profit charitable organization, we depend on our generous sponsors to offset the cost of the program. We encourage you to consider advertising in our Nutcracker Program. Your sponsorship provides JCBS with much-needed support while increasing exposure and potential opportunities for your business! Program distribution potential is approximately 3700 and is ideal for businesses interested in targeting families for products and services. Our past sponsors have included restaurants, dentistry, spa, medical offices, financial services, photography and businesses related to children’s programs and products.

If interested, please contact me at the e-mail address below and forward your advertisement to **Eva Ristic** by email: [madebyatg@gmail.com](mailto:madebyatg@gmail.com). Please see the following page for an outline of the ad size and artwork specifications.

If you have any questions, please feel free to contact me at [eva.k@shaw.ca](mailto:eva.k@shaw.ca) or 403 258 0396 no later than Nov 15, 2018. All ads need to be in the program by then.  
On behalf of Jeunesse Classique Ballet, thank you for your consideration and support.

Warm Regards,

Eva Kanaszyc – JCBS Promotions Committee  
[Eva.k@shaw.ca](mailto:Eva.k@shaw.ca)

JEUNESSE CLASSIQUE BALLET – PLAYBILL SPECS

# NUTCRACKER – 2018

## Ad Size and Artwork Specifications

Page Size	Dimensions (width x height)	Price
Quarter page Vertical (BW)	2.53" x 4.275"	\$175
Half page (BW)	5.3" x 4.275"	\$280
Full page (BW and no bleed)	5.3" x 8.8"	\$560
Inside back (colored with bleed)	6"x 9.5" (add 0.125 bleed with no crop mark) Safe area 5.3" x 8.8"	\$650
Inside front (colored with bleed)	6"x 9.5" (add 0.125 bleed with no crop mark) Safe area 5.3" x 8.8"	\$700
Back cover (colored with bleed)	6"x 9.5" (add 0.125 bleed )	\$800

**Playbill specifications:**

Trim Size: 6" wide x 9.5" height

Covers: Print 4 color. (Front cover, inside front cover, inside back cover, back cover)

Inside pages: print black and white (BW)

**Ad specifications:**

Colored full page cover ads (with bleed): 6.125" x 9.725", safe area – 5.3" x 8.8", allow additional 0.125" bleed on all sides.

Black and White Full Page - 5.3" wide x 8.8" height (no bleed and border)

Half Page Horizontal – 5.3" wide x 4.275" deep (no border)

Quarter Page Vertical – 2.53" wide x 4.275" deep (no border)

**Art Guidelines:**

"Press Quality" PDF files are preferred. We will also accept QuarkExpress, Indesign and Photoshop (tif, jpg, eps) files. Please be sure to include all fonts and graphics. Images should be 300 dpi (high resolution).

**PDF File Format:**

All PDF files should be saved with fonts and images embedded.

"Color Mode" should be CMYK (for covers) and Grayscale (for inside page ads), no RGB files.

"Resolution" for print is 300 dpi. The Acrobat Distiller "Press Quality" setting is recommended.

**Unacceptable applications:**

We do not accept Microsoft Word, Publisher, Powerpoint, low resolution or web-quality graphics for print production.

**Artwork Submission** – Your artwork should conform to the ad dimensions shown above. Please submit in electronic format by e-mail ([madebyatg@gmail.com](mailto:madebyatg@gmail.com)) or share a dropbox link.

**Create My Ad** – Orange Magnetic can also help create an ad at no charge to you. If you need help creating an ad, all components must be supplied, including logos, art, photos and required type fonts. **We will provide a proof and one minor revision after. Any extra revisions will charge at \$35/hour, each stock photo charge at \$5/stock image. Questions or need more information? Please e-mail [madebyatg@gmail.com](mailto:madebyatg@gmail.com) .**