



Program Ads for Anthony Williams' Urban Nutcracker

John Hancock Hall | 180 Berkeley Street, Boston, MA 02116 | December 14-28, 2017 | urbannutcracker.com
 Up to 19,000 consumers from the Greater Boston area will attend the *Urban Nutcracker* during the 2017 holiday season.

Sizes and Rates *

Ad Size	Dimension	Price	Color
Business Listing/ Website	Line item listing with Donors	\$100	Business Name and website
Quarter Page	2 1/4 " wide by 3 3/4 " tall	\$250	Color
Half Page Horizontal	4 5/8" wide by 3 3/4 " tall	\$500	Color
Full Page	4 5/8" wide by 7 3/4" tall	\$1000	Color
Inside Front/Back Cover	4 5/8" wide by 7 3/4" tall	\$1500(either)	Color
Outside Back Cover	4 5/8" wide by 7 3/4" tall	\$2000	Full Color

* Also see size chart

PRODUCTION MATERIALS/MECHANICAL REQUIREMENTS

All editions are produced using Adobe Photoshop or Adobe Illustrator CS3. Advertisers must submit ad materials via email (urbannutcracker2017@gmail.com). Also acceptable are press-optimized pdf files. Make sure that all fonts are embedded and all colors and graphic elements are CMYK (4-color process) prior to creating the pdf. Again, make sure all elements of color ads are submitted in CMYK. *Playbill* is printed using Computer-to-Plate (CTP) Film and camera-ready stats are not acceptable. We can only accept pdf or jpg files at this time. technology.

ACCEPTABLE COPY

Publisher reserves the right to exclude any advertisement which, in its opinion, does not conform to the standards of the publication. All advertisements are accepted and published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss or expenses resulting from claims or suits based upon the contents or subject matter of such advertisements, including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement. **All material held by publisher will be destroyed one year after last run.**

Anthony Williams' URBAN NUTCRACKER 2017: PROGRAM BOOK ADVERTISING CONTRACT

Company Name: _____ Contact Person: _____

Email: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

The Urban Nutcracker is hereby authorized to insert advertising in its 2017 Program Book. Please reserve my space as noted:

Ad Size: _____ Ad Rate: \$ _____ I will pay by check: _____ I will pay by credit card: _____

** Contact urbannutcrackerinfo@gmail.com with a phone number and best time to call.

I understand that ad copy and outstanding balance must be submitted before appropriate deadlines and that cancellation cannot be accepted after the published date. All copy and design are subject to TWDC and Publisher approval. 2Program book ad placement is at the discretion of TWDC.

Advertiser and/or agency acknowledge receipt of 2016 Rate Card and agree to the terms and conditions set forth therein.

Signed: _____ Date: _____ Name & Title: _____

Contact Angela Williams-Mitchell at urbannutcracker2017@gmail.com or 617-524-3066 with any questions about this contract.

**Return signed contract and payment to: (checks payable to Tony Williams Dance Center, LLC)
 Anthony Williams' Urban Nutcracker |Attn: UN Program Ad | 284 Amory Street | Jamaica Plain, MA | 02130
www.urbannutcracker.com for more information**