

# ASPEN SANTA FE BALLET

## 2016 - 2017 PROGRAM BOOK - AD SPECIFICATIONS

### AD DEADLINES

**Ad Reservation**  
October 7, 2016

**Ad Materials**  
October 21, 2016

**CONTACT:**

Jessica Moore  
970-925-7175 x101  
jessica@aspensantafeballet.com

Size and Orientation	Dimensions (W x H)	Price
2-page spread	16.75" x 10.875" (+ bleed)	\$2,600
Outside back cover	8.375" x 10.875" (+ bleed)	\$1,985
Inside back cover	8.375" x 10.875" (+ bleed)	\$1,850
Inside front cover	8.375" x 10.875" (+ bleed)	\$1,850
Full page	8.375" x 10.875" (+ bleed) or 7.25" x 9.875" (no bleed)	\$1,625
1/2 page vertical	3.4375" x 9.875"	\$1,235
1/2 page horizontal	7.25" x 4.75"	\$1,235

Final trim dimensions: 8.375" x 10.875" (add 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](mailto: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](mailto: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.*

