



215-993-9456
X 100

265 SOUTH BROAD ST.
PHILADELPHIA
PENNSYLVANIA
19107

FOUNDER, ARTISTIC & EXECUTIVE DIRECTOR
Christine COX
FOUNDER
Matthew NEENAN

Advertise in our Program

BalletX, Philadelphia’s premier contemporary ballet company, brings **cutting-edge** original choreography to the city of Philadelphia and has reached over **50,000 people** in its eleven seasons as the Resident Dance Company of The Wilma Theater. Performing in the heart of the Avenue of the Arts, BalletX’s 2017-2018 will present three performance series to one of the city’s most diverse audiences:

- Over 90% attend other arts performances in Philadelphia
- Over 50% live in the city of Philadelphia, with most others traveling from the surrounding tri-state counties
- Two-thirds are female
- 25% are students at UPenn, Drexel, Temple, and University of the Arts, among others
- 15% are seniors

To connect your business/organization with this audience while at the same time supporting the arts in Philadelphia, we invite you to consider placing premium advertisements in the program books for our upcoming 2017-2018 Season. Our program books are prepared with a unique level of artistry, and BalletX audiences value them as collectible items. Take the opportunity to place a compelling full-color ad that will reach over 12,000 dance patrons over the course of the season!

Advertise in all three Series of our 2017-2018 Season and receive a 20% discount!

Ad Specifications	Per Program	20% Season Discount
Full-Page, Full Color, 5" x 8" no bleed	\$700	\$1,680
Half Page, Full Color, 5" x 3.9" no bleed	\$500	\$1,200
Quarter Page, Full Color, 2.3" x 3.9" no bleed	\$250	\$600

Art guidelines: After submitting your completed Program Book Ad Buyer Form and payment, please email your high-resolution PDF, JPG, or TIFF file to modonnel@ballex.org by the deadlines listed below:

Fall Series 2017 (November 29-December 10) → October 27, 2017

Spring Series 2018 (March 7-18) → February 9, 2018

Summer Series 2018 (July 11-22) → June 15, 2018



215-893-9456
x 100

265 SOUTH BROAD ST.
PHILADELPHIA
PENNSYLVANIA
19107

FOUNDER, ARTISTIC & EXECUTIVE DIRECTOR
Christine COX
FOUNDER
Matthew NEENAN

Program Book Ad Buyer Form

Company/Organization: _____

Contact Name: _____

Address: _____

E-mail: _____

Phone: _____

- Ad Size:**
- Full Page - \$700 per Program **OR** \$1,680 for Full Season
 - Half Page - \$500 per Program **OR** \$1,200 for Full Season
 - Quarter Page - \$250 per Program **OR** \$600 for Full Season

- Program:**
- Fall 2017
 - Spring 2018
 - Summer 2018
- OR**
- Full Season @ 20% Discount

TOTAL: \$ _____

Payment Method: Check Credit Card

Cardholder's Name: _____

Card Number: _____

Expiration: _____ / _____ **Security Code:** _____

Zip Code: _____

Please make checks payable to "BalletX" and mail to:
BalletX
Attn: Program Book Ad
265 South Broad St.
Philadelphia, PA 19107

For more information, contact Megan O'Donnell at modonnell@ballex.org or (215) 893-9456 x100.

Thank you for supporting BalletX!