

Symphony Pro Musica
Nutcracker Program Book Ads
December 16th & 17th, 2017

Business Name: _____ Date: _____
 Address: _____ Contact Name: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Email: _____

Symphony Pro Musica will present a fully-staged full-length production of the holiday favorite *The Nutcracker*, in collaboration with MetroWest Ballet. There will be three performances in the Hudson High School Auditorium on December 16th and 17th. We anticipate sold out performances since this is the only regional performance of the full length ballet with a live orchestra. We invite you to advertise your business in the program books. ***Your support is especially critical because free tickets will be made available to children through Grade 12.*** Your ad will help offset the costs of the production and to contribute to wonderful holiday memories for local families.

✓ Several advertising options are available. Please indicate your selection by checking the appropriate box.

Advertisement Size	Dimensions	Price
<input type="checkbox"/> 1/4 page (vertical)	4" high x 2.5" wide	\$75.00
<input type="checkbox"/> 1/4 page (horizontal)	2" high x 5" wide	\$75.00
<input type="checkbox"/> 1/8 page (horizontal)	2" high x 2.5" wide	\$40.00
<input type="checkbox"/> 1/8 page (vertical)	2.5" high x 2" wide	\$40.00
<input type="checkbox"/> 2-line listing	.5" high x 1.5" wide	\$25.00

✓ How will you submit your ad?

- If you're not too far away we can come to you to pick up a business card or ad. Or, finished artwork mailed to MetroWest Ballet, 14 Main Street, Suite 5A, Hudson, MA 01749 (cannot guarantee reproductive quality)
- E-mail attached file to jessica_wilson@metrowestballet.com (preferred)

✓ Payment

Check payable to Symphony Pro Musica (preferred)

Mail checks to:

Symphony Pro Musica

P.O. Box 332, Hudson, MA 01749 Telephone: 978-562-0939

Credit card (MasterCard, Visa, Discover or AmEx)

Card Number: _____ Exp date: _____ Security Code: _____

Cardholder name: _____ Signature: _____

Thank you for supporting Symphony Pro Musica, an important cultural resource in Central Massachusetts,
and its production of *The Nutcracker* in collaboration with MetroWest Ballet.

SYMPHONY PRO MUSICA IS A REGISTERED 501(C)3 NON-PROFIT ORGANIZATION

see reverse side for submission guidelines

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Ad Submission Guidelines

Hard Copy Submissions (not preferred due to reproductive quality issues)

- Camera Ready Artwork. Please print (laser or inkjet) on smooth paper, with no folds or paperclip marks and SPM will scan it.
- Business Card and/or letterhead. SPM will scan your logo and text and we will adjust the layout to approximate the look of your card.

Electronic Submissions (preferred)

- Files may be compressed for e-mailing (zipped using WinZip or similar program for PCs or StuffIt on a Mac).
- Electronic submissions should be followed up with *printed* copy by mail so we can confirm that the file was correctly received.

Acceptable File Formats

PDF (.pdf)

Fonts must be embedded (select Embed All Fonts in Preferences and specify 99%).

If you can select the resolution, please set to 300 dpi for grayscale or 800 dpi for line art or text.

MS Word (.doc)

Fonts must be **embedded** (check the box in Save Options). Note that some fonts may require substitution. We will use the closest available alternative. Please provide a printed copy showing your intent.

Graphics should be embedded and should be high resolution (300 dpi for grayscale and photos, 800 dpi for line art/text).

JPEG (.jpg)

Save with the highest resolution. **Do not use JPG compression.** To reduce the file size for transmission, use WinZip (or equivalent) or StuffIt.

TIFF (.tif)

Resolution should be 300 dpi for grayscale or 800 dpi for line art or text.
