

DIGITAL PLAYBILL AD GUIDELINES:

- Our new Digital Season Playbill will be more interactive than ever on a new platform! All advertisers will have the ability to hyperlink ads to a website, social media platform or other web address **FREE OF CHARGE!**
- Only ads for businesses/organizations will be accepted. *Personal/family and political ads will NOT be accepted.*
- Specific placements within the layout cannot be guaranteed.
- Ad sizes are noted here and must be exact size, no bleeds. *These are the same sizes we have used in past printed playbills.*
- You may upload your ad when you submit your ad contract and make payment online. Or you may email your ad to insightfulconcepts@gmail.com or share it via Dropbox or GoogleDrive. Please keep in mind the following:
 - Ads must be submitted as PDF (fonts embedded) or JPG (300dpi) files. *Microsoft Publisher, Word and/or PowerPoint files will NOT be accepted.*
 - If you are scanning your ad, please be sure that you scan it in color and at 300dpi or higher (resolution) and save it as a PDF or JPG. The file will be inserted in the playbill as submitted. *It will NOT be retouched, and if incorrectly sized, it will be inserted proportionate to the space you purchased with no further modifications.*
 - Ads should be submitted in RGB if possible. If not, they will be converted from CMYK. *The digital playbill is produced in color.*
- While we are not allowing the submission of hard copy ads again this season, we are bringing back the option to have us build your ad for you! We can also edit an ad we built for you from a previous season. Please keep in mind the following:
 - An additional fee (\$20 for 1/8 & ¼ page, \$30 for ½ page and \$50 for full page) will be charged (includes one round of revisions; additional revisions are \$30/hr).
 - All elements must be submitted by **Sept. 2** and all ads must be approved by **Sept. 9**.
 - Only PDF, JPG or EPS files will be accepted for use in building your ad. Graphics must be 300 dpi or higher. Replacements for unsuitable files will be requested.
- You may elect to use the same ad artwork from a prior season if you are purchasing the same size. Edits will be subject to the design charges as noted above.

AD PAYMENT & ARTWORK DUE BY:

Sept. 9 @ 5pm

(Deadline to submit elements for ads that need to be built is Sept. 2)

Cover & Full Pages:
5.5" X 8.5"

Half Page: 5" X 3.9375"

Quarter Page
Horizontal:
5" X 1.906"

Quarter Page
Vertical:
2.4375" X
3.9375"

Eighth Page:
2.4375" X 1.906"

ARTWORK & AD SUBMISSION

QUESTIONS:

Sabrina McLaughlin
insightfulconcepts@gmail.com
or 850.712.0538

SALES & PAYMENT QUESTIONS:

Joy Elpedes
jelpedes@nfballet.org
or 850.664.7787

My NFB Representative is:

Ads must be paid in full and artwork must be submitted by **Sept. 9** to ensure your ad is included in the playbill. To submit your ad contract, pay for your ad and/or upload your artwork online visit:

www.NFBallet.org/Advertise.