

2012 ADF PLAYBILL ADVERTISING CONTRACT

1. Space Reservation Please indicate the size you would like to reserve. See ad specifications and sizes on the next page. All ads may be printed in either color or black and white. Please inquire about availability of cover spaces.

- | | |
|---|--|
| <input type="checkbox"/> Back Cover (\$1,910) | <input type="checkbox"/> Half Page (\$690) |
| <input type="checkbox"/> Inside Front Cover (\$1,675) | <input type="checkbox"/> Quarter Page Horizontal (\$510) |
| <input type="checkbox"/> Inside Back Cover (\$1,675) | <input type="checkbox"/> Quarter Page Vertical (\$510) |
| <input type="checkbox"/> Double Page (\$1,800) | <input type="checkbox"/> Eighth Page (\$395) |
| <input type="checkbox"/> Full Page (\$1,060) | |

Subtotal \$ _____

10% off if contract is sent before December 2, 2011 -\$ _____

Total \$ _____

Signature: _____ Date: _____ / _____ /20_____

Company or organization: _____

Contact: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone (_____) _____ Fax (_____) _____

E-mail _____

All ads must be paid in full by 5 pm on WEDNESDAY, FEBRUARY 15, 2012.

2. Artwork (Please see specs on the following page.)

- My camera-ready artwork is enclosed.
- My camera-ready artwork will be sent on or before *Wednesday, March 9, 2012*
to playbillads@americandancefestival.org.
- Repeat last season's advertisement without changes.

3. Payment

- | | | |
|--|--|---|
| <input type="checkbox"/> Check is enclosed | <input type="checkbox"/> Please send invoice | <input type="checkbox"/> Tear sheet required before making payment |
| <input type="checkbox"/> Visa | <input type="checkbox"/> MasterCard | <input type="checkbox"/> American Express <input type="checkbox"/> Discover |

Card #: _____ Exp. Date: _____ Billing Zip: _____

Name as it appears on the card: _____

Signature: _____

Please sign and return to ADF by February 15, 2012.

ADF Playbill
Box 90772
Durham, NC 27708

919.684.6402 fax 919.684.5459
email playbillads@americandancefestival.org
www.americandancefestival.org

Why Advertise in the ADF Playbill?

Benefits for advertising in the 2012 ADF playbill:

- Exposure to over 25,000 festival-goers with a strong representation from the Triangle, as well as national and international visitors.
- Repeat exposure... the playbill is distributed for our entire 6-week long festival... over 40 performances!
- Repeat exposure to our faculty, summer staff, interns, and 6 Week & 3 Week School students looking to experience local restaurants, shops, and more.
- Receive 2 Good Anytime Passes to any 2012 ADF performance... perfect for entertaining clients, employee incentives, or for your own enjoyment!

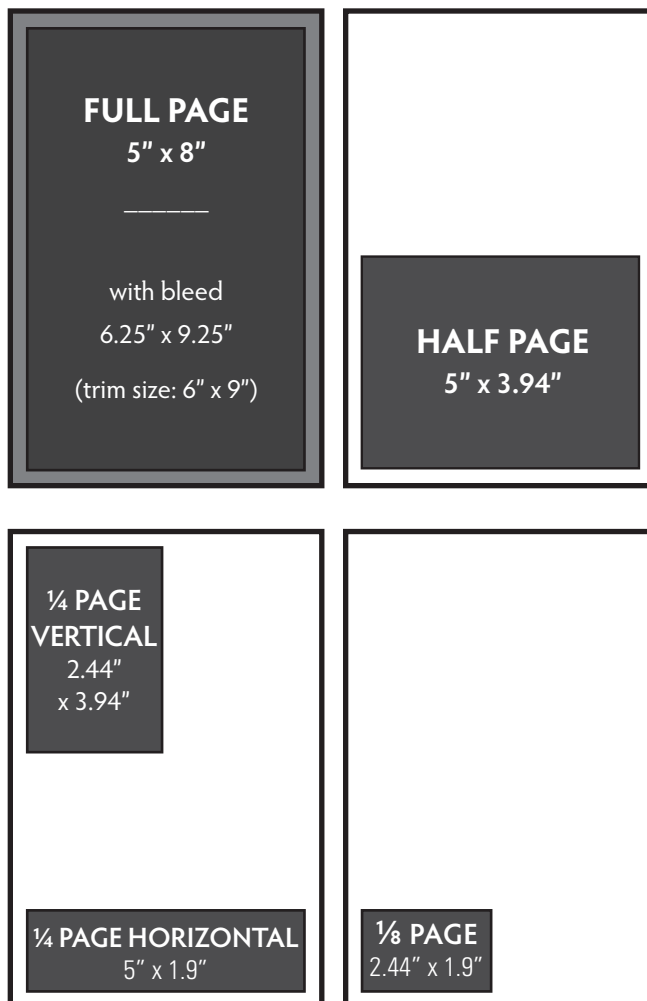
Reach the demographics important to your business:

- 38% of ADF ticket buyers have a Durham address
- 71% of ADF ticket buyers have a Triangle address (Raleigh, Durham, Chapel Hill)
- 6% of ADF ticket buyers have an address outside NC
- On average, ADF patrons earn \$50-75K per year and belong to a dual-income household.
- In 2011, 425 students from 19 countries & 34 states attended the ADF (6 Week School, 3 Week School, Dance Professionals Workshop, Hollins University/ ADF MFA, International Choreographers Residency program).

Ad Specs & Sizes

- PDF, EPS, JPEG, TIFF, PSD files are accepted.
- Save the file with a minimum resolution of 300 dpi. Images taken from web pages are not acceptable.
- Files must be saved with print quality and have the fonts embedded.

Please contact us if you have questions about your file.



Please note the following deadlines:

December 2, 2011 Deadline to save 10%

February 15, 2012 Contract and Payment Deadline

March 9, 2012 Artwork Deadline (email to playbillads@americandancefestival.org)