

Reasons to Advertise in TTB Playbills

- Your business will receive considerable exposure—in Tallahassee and beyond.
- Your advertising dollars help to support the arts and contribute to a healthy and vibrant cultural community.
- It is an excellent source of direct marketing, distributed to more than 12,000 area residents and visitors at 7 live performances throughout the year.
- Most audience members arrive early to performances for the specific purpose of reading the Playbill cover to cover.
- One low price (see breakdown below) gets you an ad in each full-length ballet Playbill.
- Very affordable rates with flexible payment structure.
- TTB will design your ad upon special request. Contact us for details.

Advertising Rates

Size	BLACK & WHITE	FULL COLOR
1/4 Page	\$550	\$750
1/2 Page	\$790	\$990
Full Page	\$1,100	\$1,300
Double Spread		\$2,000

THE TALLAHASSEE BALLET

P.O. Box 772, Tallahassee, FL 32302

Lauren Hernandez, Development Director

Text or Call: (850) 556-6618

lauren@tallahasseeballet.org

TALLAHASSEE'S PREMIERE
BALLET COMPANY

*everything
dances*

The Tallahassee
BALLET
The Tallahassee Ballet
Post Office Box 772
Tallahassee, Florida 32302

The Tallahassee BALLET PLAYBILL ADVERTISING RATES & DATES



2023-2024

AN EVENING OF MUSIC & DANCE

Friday September 22, 2023
at 7:30pm
Sunday, September 24, 2023
at 2:30pm

Opperman Music Hall

THE NUTCRACKER

Saturday,
December 16, 2023 at 10:30am
Abbreviated Children's Performance

Saturday,
December 16, 2023 at 7:30pm

Sunday,
December 17, 2023 at 2:30pm

Ruby Diamond Concert Hall

THE SLEEPING BEAUTY

Saturday,
May 11, 2024
at 10:30am
Abbreviated Children's Performance

Saturday, May 11, 2024
at 7:30pm

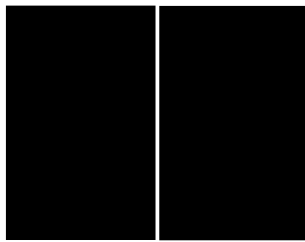
Sunday, May 12, 2024
at 2:30pm

Ruby Diamond
Concert Hall

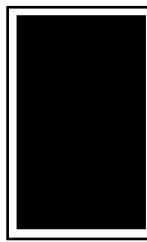
Photos: Anthony Ivory

MECHANICAL SPECIFICATIONS

- Page Dimensions (Trim Size)
5.5" wide by 8.5" tall
- Ads must be submitted
digitally, in one of the
following formats: jpeg,
high-resolution pdf, or eps
(300 dpi or more)
- Ads can be e-mailed to:
ads@TallahasseeBallet.org



Double Page Spread Full Bleed
11.4" x 8.7"



Full Page Inset
4.5" x 7.5"

Full Page Bleed
5.7" x 8.7"



1/2 Vertical
2.15" x 7.5"

1/2 Horizontal
4.5" x 3.35"



1/4 Vertical
2.15" x 3.35"

1/4 Horizontal
4.5" x 1.75"

AD SPACE COMMITMENT WITH THE TALLAHASSEE BALLET AND:

Company: _____

Contact: _____

Address: _____

City/Zip: _____

Phone: _____

Fax: _____

E-mail: _____

Authorized Signature: _____

Date: _____

<input type="checkbox"/> Vertical		
<input type="checkbox"/> Horizontal		
BLACK & WHITE AD		
Size	Price	<input type="checkbox"/> \$
1/4 Page	\$550	<input type="checkbox"/> \$
1/2 Page	\$790	<input type="checkbox"/> \$
Full Page	\$1,100	<input type="checkbox"/> \$
FULL COLOR AD		
Size	Price	<input type="checkbox"/> \$
1/4 Page	\$750	<input type="checkbox"/> \$
1/2 Page	\$990	<input type="checkbox"/> \$
Full Page	\$1,300	<input type="checkbox"/> \$
2-Page Spread	\$2,000	<input type="checkbox"/> \$
Total Due		\$

Method of Payment

Enclosed is my check (payable to The Tallahassee Ballet)
in the amount of \$_____. Check # _____

Please charge my: MC VISA AMEX
in the amount of \$_____.

Account # _____

Exp. Date: _____ / _____ Sec. Code: _____

Signature: _____

Questions

Lauren Hernandez, Development Director

Text or Call: (850) 556-6618, lauren@tallahasseeballet.org