

NUTCRACKER ON ICE

AD RATES & PRODUCTION GUIDELINES

Circulation:

The *Nutcracker on Ice* playbill is given free of charge at four performances. In 2010, 3,000 were in attendance.

Printing Specifications

Web Offset (SWOP)

Binding: Saddle Stitch

Publication Trim Size: 6.75" x 10.5"

Submission Deadline: November 18, 2011

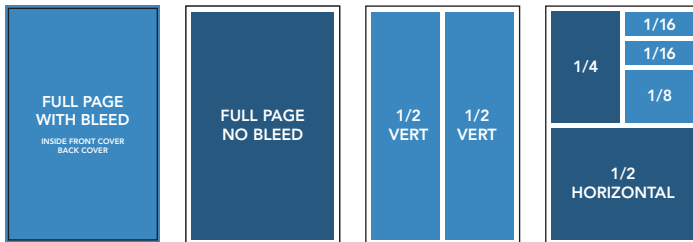
Ad Sizes:

SIZE	WIDTH	HEIGHT	COLOR
Full Page with Bleed*	6.75" x	10.5"	\$250
Full Page	6.25" x	10"	\$200
1/2 Page Horizontal	6.25" x	4.875"	\$125
1/2 Page Vertical	3" x	10"	\$125
1/4 Page	3" x	4.875"	\$75
1/8 Page	3" x	2.3125"	\$40
1/16 Page	3" x	2.0313"	\$25

* **Full page with bleed** (cover pages only):

Bleed: 7" x 10.75"; Live Area: 6.5" x 10.5"

Please check availability with Karen Rosemann at 314-409-9986.



Digital materials:

FILES: PDF/X-1a files are preferred, but most Macintosh-compatible formats are accepted, including Adobe Illustrator or InDesign files. PDF files must contain only 4-color process images (CMYK). Contact the program production coordinator with technical questions.

IMAGES: Hi-Res images should not be scaled more than 115% to maintain image quality. 1200 dpi for bitmap files. All spot colors should be converted to CMYK. Maximum ink density is 280%. Rich blacks should be built CMYK as 40-30-30-100. Black type should not be set as 100% black. All fonts must be embedded.

Ad Submission:

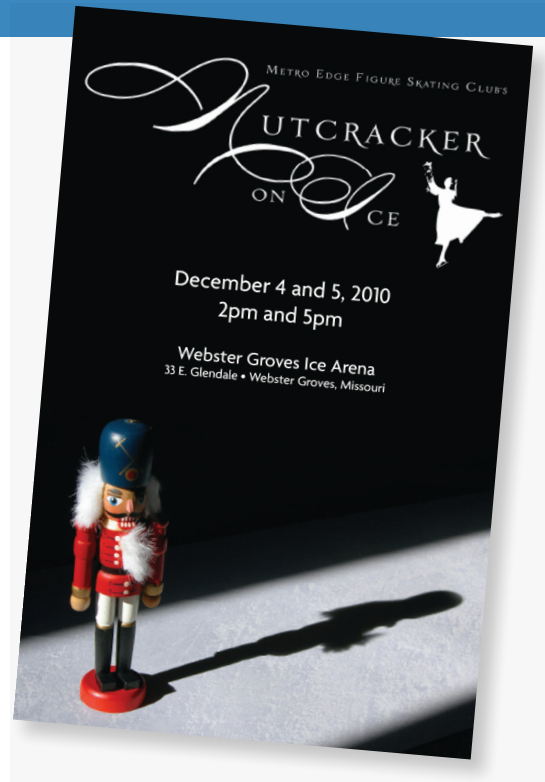
Email ads under 10mb program@nutcrackeronice.org.

Larger files can be sent to via YOUSENDIT.COM to program@nutcrackeronice.org

MAIL CD/DVD Roms to
Nutcracker On Ice

Attn: Program

PO Box 190455, Webster Groves, Missouri 63119



Payment:

Payment in cash or check is due November 18, 2011. Payments not received before publication will be cancelled.

Checks should be made payable to MEFSC.

Payment should be mailed to:

Nutcracker On Ice

Attn: Advertising

PO Box 190455, Webster Groves, Missouri 63119

[Corporate Sponsorship and Advertising Information](http://www.NutcrackerOnIce.org)

Available on our web site: www.NutcrackerOnIce.org

For further information:

Website: www.NutcrackerOnIce.org

Karen Rosemann, Show Producer

Phone: 314.409.9986

Materials Questions:

Dawn Jungermann, Program Production Coordinator

Phone: 314.369.8611

Email: program@nutcrackeronice.org

2011 Show Dates:

Saturday December 10th at 2 and 5pm

Saturday December 11th at 2 and 5pm

Metro Edge Figure Skating Club of Missouri, 501c3 Not for Profit, Tax ID 43-1846322