
ADVERTISING OPPORTUNITIES

BITTERROOT



Performing
Arts SERIES

**Full Page Ad:
5" wide x 8" tall**

**3/4 Page Ad:
5" wide x 5.9375" tall**

**1/2 Page Ad:
5" wide x 3.9375" tall**

**1/4 Page Ad:
Horizontal
5" wide x 1.9375" tall**

AFFORDABLE ADVERTISING...

The Bitterroot Performing Arts Series will feature six dynamic performances this season representing different genres. Why is this important to you? The different kinds of performances appeal to different kinds of people. Your program advertising will be seen by six unique mixes of people from the Bitterroot Valley, western Montana, and Idaho. There are 700 seats available at each performance. Because our ads run for the entire season, your business has the potential to be in the hands of 4,200 people for our 2010-2011 season.

PROGRAM ADVERTISING

All ads run for the entire season

| | Color | Black |
|-----------|--------------|--------------|
| Full Page | \$1800 | \$1200 |
| 3/4 Page | \$1500 | \$1000 |
| 1/2 Page | \$1000 | \$750 |
| 1/4 Page | \$600 | \$475 |

TICKET SPONSORSHIP

One sponsor only - your ad or special offer
on the back of every ticket sold all season\$1750

4200 tickets printed - black ink only - 4" wide x 2" tall ad

CREATING A READY-TO-PRINT AD

SIZE:

Your ad should be built to size. Ad sizes are shown inside.

ACCEPTABLE FILE FORMATS ARE:

- PDF**
- tif**
- jpg**
- eps** (convert all fonts to outlines or paths)
- Publisher** (saved as pack & go)
- Word** (provide a hard copy for comparison, timesteps may change when we open your ad)

HINTS:

- *Make sure the resolution of your ad is good quality (300 to 600 dpi). Getting your logo from the web is low resolution, and you will be disappointed with the results.*
- *If you are using Word or Publisher, set your page setup to "Custom size" and enter the dimensions of your ad.*
- *Leave a margin of 1/8 inch from the edge for text so it is not covered by the border.*
- *Always print out your ad and proof-read it. If you have trouble getting your ad to print out, we will too.*
- *Don't use type smaller than 8 point. Many people will have difficulty reading it.*

SUBMITTING YOUR AD:

Allegra Print & Imaging is the printer for this project. If you have questions you are welcome to call (406) 363-7645 and they will be happy to help. You may submit your ad on a CD, Zip disk or floppy, or email it. If you email your ad, please send it as an attachment- not in the body of your email. The email address is **mm@allegrahmt.com**. It is wise to fax a hard copy (406-363-7651) for comparison to your digital file.