

2012 Ad Rates and Due Dates Schedule

Size	Kinesis	Bassh	Teen	Reg.	3-Show Savings
Venue	Center Stage	Lobero	Luke		25% Savings!
Biz Card	\$45	\$50	\$45	\$140	\$105
¼ Page	\$65	\$75	\$65	\$205	\$150
½ Page	\$90	\$100	\$90	\$280	\$210
Full Page	\$150	\$200	\$150	\$500	\$375
Inside Left	\$200	\$250	\$200	\$650	\$485
Back Page (color)	\$250	\$300	\$250	\$800	\$600

SBDA members: 10% off single ad

2-Show Discount: 10% off total order

Dates	Feb 3/4	Apr 13/14	5-May	Total
# of Performances	3	2	1	6
Audience	390	1,360	808	2,558

Ad Submission Deadlines: Kinesis: Dec. 23rd BASSH: Mar. 21st; Teen: April 25th

Demographics	
Age	70% 30-50 yrs
Gender	70% Female
Area	60% So County
Ethnic	70% Caucasian

Ads should be sent at 300 dpi JPG, TIFF, or PDF files
via email to: dance@sbdancealliance.org
hard copy or disks camera ready, may be left at the
office.

Specifications, dimensions in inches		
Size	Height	Width
Business Card	2	3.5
Quarter Page		
Vertical	4	2.5
Horizontal	2	5
Half Page		
Vertical	8	2.5
Horizontal	4	5
Full Page	8	5

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