

Terms & Conditions

1. All rates are net. Agency commission is not granted.
2. Payment is due with contract.
3. Please e-mail high-resolution digital artwork to btmmgr@balletmaryland.org. For all advertisements that require additional production, a charge will be billed to the advertiser.
4. Advertisers shall not be entitled to refunds or to invalidate any existing contract or contracts in the event of printer's errors unless such an error distorts the meaning of the advertisement.
5. The publisher will not accept any cancellation after the closing dates.
6. As programs are published prior to every season, changes in the ads cannot be accommodated. Programs are distributed at every production to the audience.
7. Advertising materials must be sent to the publisher six weeks prior to production date.
8. Cover advertising is available on a first come – first served basis. If the desired cover location is not available, we will accommodate your advertisement in the next most desirable location and refund the difference in cost.

2021-2022 Season

Your advertisement will reach audiences at BTM performances at Maryland Hall for the Creative Arts, the Hammond Harwood House, Center for Performing Arts at PGCC, AND MORE TO BE ANNOUNCED

An Afternoon of Romance

The Hammond Harwood House
One performance
September 12th

Giselle

Maryland Hall, Annapolis
Three performances
October 22nd, 23rd, 24th

The Nutcracker

Maryland Hall, Annapolis
Six performances
December 11th, 12th, 18th, 19th

Momentum

Annapolis
Two performances
February 25th, 26th
Center for Performing Arts, Largo
One performance
March 19th

Coppélia

Annapolis
Three performances
April 22nd, 23rd



Program Advertising Rate Card 2021-2022

Ballet Theatre of Maryland, Inc.
801 Chase Street,
Annapolis, MD 21401
410.224.5644
www.balletmaryland.org
btmmgr@balletmaryland.org

Audience Profile

In our 2021-2022 season, Ballet Theatre of Maryland is offering unique access to desirable audiences in a broad range of markets: Annapolis, Largo and more!

You can reach a sophisticated audience of more than 20,000 patrons by advertising in our performance program. Ballet Theatre of Maryland's 2021-2022 Season Program is a great advertising value, as a single ad buy in this program repeats your message during 16 performances from September through April. Your business benefits from your message being received by high-value customers from a wide geographic area.

An advertisement in the Ballet Theatre of Maryland program supports the premiere professional ballet company in Maryland and offers you a valuable introduction to new customers. Our high-value audience appreciates and rewards businesses that support the arts.

Email Advertising Agreement and Digital File to:
btmmgr@balletmaryland.org

Send check to:
Ballet Theatre of Maryland
801 Chase Street
Annapolis, MD 21401

Telephone: 410-224-5644

<http://www.balletmaryland.org>

Reservation and Material Closing Date:

September 4th, 2021

Advertising Rates

Size/Position -

Outside Back Cover - (*color) \$1500

Inside Front Cover - \$1250

Inside Back Cover - \$1250

Full Page - \$1000

2/3 Page - \$850

1/2 Page - \$630

1/3 Page - \$525

1/4 Page - \$400

Display Ad Dimensions -

Camera Ready Art Width x Height

Full Page 4.5" x 7.5"

2/3 Page 4.5" x 5.5"

1/2 Page 4.5" x 3.5"

1/3 Page 4.5" x 2.25"

1/4 Page 4.5" x 1.625"

** All rates are for black and white except for the back cover, where color can be featured.*

Advertising Agreement

Company Name

Contact Person

Mailing Address

City State Zip

Telephone Fax

Email

Authorized Signature

I have received and accept the terms and conditions.

Advertising rates are for the entire season and include all 16 program performances, September 2021 through April 2022.

Ad Size _____ Rate _____

Ad Material/Camera ready art.

Enclosed Arriving under separate cover

Total enclosed \$ _____

Check- Payable to Ballet Theatre of Maryland

Credit Card Number

Expiration Date CVV

Billing Zip Code