

# Valley Light Opera

PO Box 2143  
Amherst, MA 01004-2143  
[www.vlo.org](http://www.vlo.org)  
valleylightopera@gmail.com



## AD order form

Dear Business Owner / Community Organization/Supporting Member:

Valley Light Opera will present Lerner and Lowe's My Fair Lady on November 3<sup>rd</sup>, 4<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> 2017 at 7:30 PM and November 5<sup>th</sup> & November 12<sup>th</sup> at 2:00PM at the beautiful Academy of Music Theatre in Northampton. Your program ad will serve two important purposes: supporting high-quality, community-based performing arts, and putting the name of your business in front of more than 2000 theater patrons who are excellent prospects for your products and services.

Business/Organization: \_\_\_\_\_ Contact \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email and Phone: \_\_\_\_\_ VLO member who solicited your ad: \_\_\_\_\_

Ad copy being emailed       Ad copy attached

**ALL ADS ARE DUE BY October 6, 2016**

Would you like to receive a copy of our program with your ad in it?  YES  NO

Please email or mail your ad copy to [alt@dfjacobson.com](mailto:alt@dfjacobson.com). Payment is due at the time of purchase. Please make checks payable to **Valley Light Opera**. You can return the form to your VLO representative or send to

**Deborah Jacobson**  
PO Box 10372  
Holyoke, MA 01041.

Please see our website for more information about VLO and follow us on Facebook and Twitter: all info can be found at [www.vlo.org](http://www.vlo.org). Thank you for your support!

**Questions?** Please email Deborah Jacobson at [alt@dfjacobson.com](mailto:alt@dfjacobson.com) or call **413-535-3300**.

Please note that color ads are limited and are on a first come, first serve basis.

Go to **vlo.org** for more information about the show or "like" our facebook page at [facebook.com/valleylightopera](https://facebook.com/valleylightopera)

**See reverse side for ad dimensions, prices and formats.**

**NEW THIS YEAR! Call-out section for cast and production members!**

Ad Selection (see below for pixel dimensions and dpi)	Maximum Size (width x height)	<b>My Fair Lady</b>
Full Page, color, back cover	4¾" x 8" 4½" x 7"	Sponsorship (get details) or \$500 (includes four comp. tickets to a performance) \$375 (four comp. tickets)
Full Page, black and white, inside		
Half page, black and white	4¾" x 4½"	\$250 (two comp. tickets)
One-third page, black and white ( <i>can be horizontal or vertical</i> )	4¾" x 2¼"	\$150 (two comp. tickets)
One-quarter page, black and white ( <i>business card sized, can be horizontal or vertical</i> )	2½" x 3½"	\$75
<b>Call-out SPECIAL!</b> Send your leg-breaking best wishes and congrats in our call-out page(s) for actors and other members of the company. Send us your text-only ad (\$25, up to 10 words) or quarter page ad text plus an image \$60)	We'll format	\$25 text only, \$60 text plus image

Ads should be submitted as high resolution images whenever possible to avoid blurriness. Acceptable formats are JPG, GIF, PNG and PDF. Maximum file size: 10MB

**FULL SIZE AD:**

Width: 2120 pixels (300 dpi)  
Height: 3176 pixels (300 dpi)

**1/2 SIZE AD:**

Width: 2120 pixels (300 dpi)  
Height: 1548 pixels (300 dpi)

**1/4 SIZE AD:**

Width: 1020 pixels (300 dpi)  
Height: 1548 pixels (300 dpi)

**1/3 BUSINESS CARD SIZE AD:**

Width: 1049 pixels (300 dpi)  
Height: 598 pixels (300 dpi)

**BACK PAGE:**

Width: 2120 pixels (300 dpi)  
Height: 3520 pixels (300 dpi)