



**AD order form**

Dear Business Owner / Community Organization:

Valley Light Opera will present Gilbert and Sullivan’s Ruddigore on November 12, 13, 18, 19, and 20 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 people who are good prospects for your goods and services.

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

Contact Person: \_\_\_\_\_

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

Email and Phone: \_\_\_\_\_

VLO member who solicited your ad: \_\_\_\_\_

Ad copy being emailed       Ad copy attached

**ALL ADS ARE DUE BY October 10, 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 **program\_ads@vlo.org**. 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**. Thank you for your support!

**Questions?** Please email Deborah Jacobson at **program\_ads@vlo.org** 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.

Ad Selection (see reverse side of this page for sizes)	Maximum Size (width x height)	Ruddigore
Full Page, color, inside or back cover	4¾" x 7¾"	\$500 (includes four complimentary tickets to a performance)
Full Page, black and white, inside		\$375 (four comp. tickets)
Half page, color	4¾" x 3½"	\$300 (two comp. tickets)
Half page, black and white		\$225 (two comp. tickets)
One-third page, color (will accommodate 3" X 2½" business card—horizontal unreduced.)	4¾" x 2½"	\$175 (two comp. tickets)
One-third page, black and white (bus. card—horiz.)		\$125 (two comp tickets)
One-quarter page (horizontal: less tall than business card size: business cards will be reduced.)	4¾" x 1¾"	Horizontal or vertical orientation: Color—\$100; B&W—\$65 (Business cards submitted for horizontal version of this size ad space will need to be reduced to accommodate 1¾" height.)
One-quarter page (vertical: will accommodate vertical business card size)	2¼" x 3¾"	

Full page: 4¾" x 7¾"

Quarter page - vertical  
(vertical business card size):  
2¼" x 3¾"

*(Vertical 2½" x 3" business cards submitted for this size ad space can be accommodated without significant reduction.)*

Half page: 4¾" x 3½"

Third of a page (*will accommodate 3" x 2½" business card horizontal without reduction*): 4¾" x 2½"

Quarter page - horizontal (smaller than business card size): 4¾" x 1¾"

*(Horizontal business cards, sized 3" x 2½", submitted for this size ad space will need to be reduced to accommodate the 1¾" height.)*