


BALLETT BRITISH COLUMBIA
JOHN ALLEYNE ARTISTIC DIRECTOR
2008/2009 SEASON

Dear Advertiser,

Arch-Way Publishers will once again be publishing Ballet British Columbia's house programs for their 2008/09 danceAlive! Season.

The house publications of the Ballet BC, aim to inform and entertain patrons, regardless of their level of ballet knowledge. Artist biographies, interesting articles, community activity reports and suggestions for learning more, add up to an attractive, well-designed package to enhance patrons' theatre experiences.

Ballet BC opens their season at The Centre in Vancouver for the Performing Arts with *Nine Sinatra Songs* and *Schubert* from October 2 to 4, 2008 and then returns to the Queen Elizabeth Theatre, November 6 to 8, 2008 when it brings back a Vancouver audience favorite, *The Faerie Queen*, based on Shakespeare's *A Midsummer Night's Dream*.

And what would the holiday season be without *Nutcracker*? Due to popular demand Moscow Classical Ballet returns from December 28 to 31, 2008 with six performances of the magical and timeless holiday classic.

Ballet BC presents Universal Ballet of Korea, regarded as one of the top Asian ballet companies, with one of the most famous ballets of all time, *Swan Lake*. Performances will take place from January 15 to 17, 2009.

From February 26 to 28, 2009 Ballet BC presents *Carmen*, a ballet of desire, seduction, jealousy and betrayal and closing the season from April 16 to 18, 2009 a full-length ballet based on the 1947 Tennessee Williams Pulitzer prize-winning play, *A Streetcar Named Desire*.

The Ballet BC magazines are handed to each patron entering The Centre in Vancouver for the Performing Arts and the Queen Elizabeth Theatre. Advertising in any or all of the Ballet British Columbia magazines ensures that your message will reach everyone that attends a performance of the ballet. Patrons attending these ballets are usually highly affluent, well-educated and sophisticated - a key audience for any advertiser!

If you require any further information about the publications, rates, closing dates, etc. please call 778.294.5881.

Thanking you in advance,



Alan Slater (Publisher)



Suite 4 – 15255 36 Avenue, South Surrey, B.C. V3S 0Y4 Tel: 778.294.5881 Fax: 778-294-5882
Email: theatre@shawbiz.ca

Arch-Way Publishers is a Division of Canadian Best Publishers Ltd.

2008/2009 Season Advertising Rates

THE CENTRE IN VANCOUVER FOR PERFORMING ARTS

Seating capacity of Theatre: 1836

NINE SINATRA SONGS & SCHUBERT

October 2, 3, 4, 2008 (4 Shows)

QUEEN ELIZABETH THEATRE

Seating capacity of Theatre: 2,813

THE FAERIE QUEEN

November 6, 7, 8, 2008 (4 Shows)

NUTCRACKER

December 28, 29, 30, 31, 2008 (6 Shows)

SWAN LAKE (Universal Ballet of Korea)

January 15, 16, 17, 2009 (4 Shows)

CARMEN

February 26, 27, 28, 2009 (4 Shows)

A STREETCAR NAMED DESIRE

April 16, 17, 18, 2009 (4 Shows)

Deadlines: Space Close: 1 Month prior to publication date

Material close: 3 Weeks before publication date

NINE SINATRA SONGS & SCHUBERT * THE FAERIE QUEEN

CARMEN * A STREET CAR NAMED DESIRE

NUTCRACKER

SPECIAL POSITIONS:

Outside Back Cover	\$ 1,400.00	\$ 2,200.00
Inside Covers (B/W)	\$ 1,250.00	\$ 1,900.00

COLOUR PAGE:

Full Page	\$ 1,150.00	\$ 1,800.00
1/2 Page	\$ 650.00	\$ 1,200.00
1/4 Page	\$ 450.00	\$ 750.00

BLACK AND WHITE:

Full Page	\$ 900.00	\$ 1,600.00
1/2 Page	\$ 500.00	\$ 950.00
1/4 Page	\$ 300.00	\$ 550.00

Display Ad Sizes and Specifications

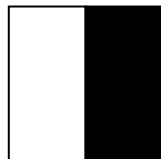
SIZES (In Inches)	WIDE	HEIGHT
Full Page	4 5/8	7 5/8
1/2 Page (Horizontal)	4 5/8	3 3/4
1/2 Page (Vertical)	2 1/4	7 5/8
1/4 Page	2 1/4	3 3/4
Trim Size	5 3/8	8 3/8
Bleed Size	5 1/2	8 1/2



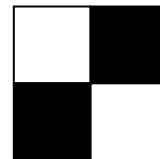
Full Page



1/2 Page Horizontal



1/2 Page Vertical



1/4 Page Vertical

Printed Heatset Web Offset, CTP. Ad files can be supplied electronically (Max 10 meg. file) or on disc in QuarkXpress or Adobe Illustrator format with all high-resolution images & fonts. Ad files can also be supplied as a high-resolution PDF file. Prices quoted do not include applicable taxes and are per show and for the insertion of the advertisement only. Prices are subject to change without notification.

ARCH-WAY PUBLISHERS

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