

BALLET BC

2011 - 2012 SEASON

Dear Advertiser,

Arch-Way Publishers will once again be publishing Ballet BC's house programs for their 2011-2012 Season.

As a recognized leader and innovator of contemporary ballet in Canada, Ballet BC has re-energized its focus on artistic vision, strategic planning, collaborations and community outreach. At its core, the company's vision is to remain committed to new work that is engaging, passionate and transformative, while remaining grounded in the classical idiom.

Over the past year, Ballet BC has re-emerged with a new level of awareness and creative collaboration. The 2011 - 2012 season continues to demonstrate their commitment to bringing their audiences excellence and innovation in dance. Their new season includes six Vancouver premieres from choreographic voices around the world and a new full length evening by Ballet BC resident choreographer José Navas, including a reprisal of his successful *The bliss that from their limbs all movement takes*.

The season also includes The National Ballet of Canada in an exciting mixed repertoire program, plus Alberta Ballet's provocative and hugely successful *Love Lies Bleeding*, a dance spectacular based on the music of Sir Elton John and Bernie Taupin. For the holiday season, they welcome the return of Alberta Ballet's gorgeous production of *The Nutcracker*. There will definitely be something for everyone.

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.

The Ballet BC magazines are handed to each patron entering the Queen Elizabeth Theatre. Advertising in any or all of the Ballet BC 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)



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

BALLET BC'S 2011-2012 SEASON

Program 1

The National Ballet of Canada

60th Anniversary Tour

September 23-25, 2011

Features an evening of works by William Forsythe, Jerome Robbins and Crystal Pite.

Program 2

Alberta Ballet

Love Lies Bleeding

October 13-15, 2011

A dance spectacular based on the music of Sir Elton John and Bernie Taupin.

Program 3

Ballet BC

3 Fold

November 17-19, 2011

Featuring *Parole Sospese (Words Suspended)* by Walter Matteini (Italy), *Doppeling* by Simone Orlando (Vancouver) and a *New Work* by Robert Glumbek (Toronto).

Program 4 (Add-on performance)

Alberta Ballet

The Nutcracker

December 28-31, 2011

Alberta Ballet's gorgeous *Nutcracker* danced to live music by the Vancouver Symphony Orchestra. The \$1.5 million production features stunning set and costume designs by Emmy-Award winning designer Zack Brown and choreography by Edmond Stripe.

Program 5

Ballet BC

Walking Mad and Other Works

March 8-10, 2012

Includes *Walking Mad* by Johan Inger (Sweden), a *New Work* by Aszure Barton (Canada/New York) and a *New Work* by Ballet BC's Artistic Director Emily Molnar.

Program 6

Ballet BC

Bliss

May 10-12, 2012

A new full evening of work by Ballet BC Resident Choreographer José Navas, including a reprisal of his 2010 hit *The bliss that from their limbs all movement takes*.

Program 7 (Add-on performance)

Canada's Royal Winnipeg Ballet

Svengali

April 20-22, 2012

A new ballet by Mark Godden with film projections by Guy Maddin at The Centre in Vancouver for the Performing Arts.

QUEEN ELIZABETH THEATRE

Seating capacity of Theatre: 1773

Program 1	September 23, 24, 25, 2011 (3 Shows)
Program 2	October 13, 14, 15, 2011 (3 Shows)
Program 3	November 17, 18, 19, 2011 (3 Shows)
NUTCRACKER	December 28, 29, 30, 31, 2011 (5 Shows)
Program 5	March 8, 9, 10, 2012 (3 shows)
Program 6	May 10, 11, 12, 2012 (3 Shows)
Program 7	April 20, 21, 22, 2012 (3 Shows)

Deadlines: Space Close: 1 Month prior to publication date Material close: 3 Weeks before publication date

	Programs 1, 2, 3, 5, 6, 7	NUTCRACKER
SPECIAL POSITIONS:		
Outside Back Cover	\$ 1,400.00	\$ 2,200.00
Inside Covers	\$ 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

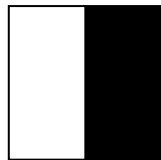
SIZES (In Inches)	WIDE	HEIGHT
Full Page	4 5/8	7 5/8
1/2 Page (Horizontal)	4 5/8	3 3/4
1/2 Page (Vertical)	2 1/4	7 5/8
1/4 Page	2 1/4	3 3/4
Trim Size	5 3/8	8 3/8
Bleed Size	5 1/2	8 1/2



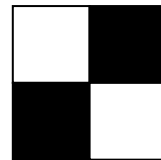
Full Page



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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