

# WHEN YOU BUY A MAMLUFT&CO. DANCE PROGRAM AD...

## YOU ARE REACHING AN EXCELLENT BASE OF POTENTIAL CUSTOMERS.

Our patrons are active in their communities. They are consumers that are adventurous and enjoy being out and about. 64% of our patrons will **go to a bar or restaurant in conjunction** with our events. 63% are females. Our patrons are **educated**, as 80% hold college degrees. Their **ages range**: 70% of them are distributed between the ages of 25 and 65. And, they have **expendable incomes**: 58% have incomes of \$50-\$150k+.

## YOU ARE PURCHASING SPACE IN A BEAUTIFULLY-PRINTED AND WELL- DESIGNED PUBLICATION.

The programs are beautifully-designed and professionally offset printed in coated, full color gloss. Furthermore, it is not unusual for persons to save programs from performances.

## YOU ARE DOING GOOD.

MamLuft&Co. Dance is a **501(c)(3) non-profit** organization that has a publicly-supported mission to create, advocate for, and educate through modern dance. Our goal is to **bring modern dance to more people** through performances, education, and outreach. When you buy a program ad, you are not only advertising to an excellent base of consumers, but **you are also supporting our education and outreach**, including our in-school and afterschool dance programs, scholarships to families with need, and public dance performances around our fair city.

## YOUR AD HAS REACH REGIONALLY & BEYOND.

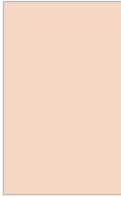
Not only do we make our programs available at out-of-town engagements in the region, but, we also have a number of audience members who come from out of the area. For example, the company enjoys a good draw from Dayton customers. The programs are distributed beyond designated events and seen repeatedly, including in an online e-book.

**Do good for both your business and the community by advertising in our program!**

AND, If you would like a more comprehensive marketing package and free tickets to our performances for you and your employees, you can make an even greater impact by sponsoring a dancer, concert, or season. Please contact [dance@mamluftcodance.org](mailto:dance@mamluftcodance.org) for more information.

# MAMLUFT&CO. DANCE 2016-2017 Program Ad Specs

ORDER & ARTWORK DUE BY OCTOBER 17, 2016

<p><b>A. Full Page, Full Bleed Color Only</b> Provide artwork 5.75"x8.75", which will be cropped to 5.5"x8.5" No text within .25" of edges.</p>	<p><b>B. Full Page, NO bleed Color or B&amp;W</b> 5"x8"</p>	<p><b>C. Half Page, Full Bleed Color Only</b> Provide artwork 5.75"x4.5", which will be cropped to 5.5"x4.25" No text within .25" of edges.</p>	<p><b>D. Half Page, NO bleed Color or B&amp;W</b> 5"x3.875"</p>	 <p><b>E. Quarter Page, NO Bleed Color OR B&amp;W</b> 2.375"x3.875"</p>
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**COLOR ADS WILL APPEAR IN ALL PROGRAMS**

PRICING FOR COLOR ADS ARE ..... **A or B** \$200    **C or D** \$150    **E** \$100

## Program Distribution: 10th Anniversary Season!

5 of 10, at the CCAC, sold out last year!  
Homecoming, at the Aronoff  
Family Recital Programs  
Summer Workshop/Intensives  
Summer Camp Recitals  
*And more...!*

**November 9-12, 2016**  
**May 5-6, 2016**  
**May, 2017**  
**June 5-16, 2017**  
**July 21 & 28, 2017**

### PAYMENT DUE WITH ORDER

Please contact [dance@mamluftcodance.org](mailto:dance@mamluftcodance.org) or (513) 494-MLCo (6526) for assistance.

CIRCLE DESIRED AD SIZE ABOVE.

RETURN FORM & PAYMENT (check or M.O. preferred) to:  
MAMLUFT&CO. DANCE, PO BOX 112110, CINCINNATI, OH 45211.

You can also make your order and pay online. Simply email [dance@mamluftcodance.org](mailto:dance@mamluftcodance.org) with ad size to have secure payment request sent to you.

### ARTWORK GUIDELINES

We can assist with creating artwork! Artwork not received by deadline may not be printed. All files preferred (PDF acceptable if you are sure guidelines are met). CMYK format; images at 300dpi minimum. Include NO crop marks, please! For full-bleed ads, A & B, please note we need an extra 1/8" around all edges for full-bleed images and ALSO need a 1/8" no-text zone along the INSIDE of all edges in addition, for a total safety zone of 1/4". Create vectors out of ALL TEXT AND LOGOS before sending. Email artwork (20MB max) or download link to [dance@mamluftcodance.org](mailto:dance@mamluftcodance.org) by deadline. THANK YOU!

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Form of Payment:  Check/MO  CC

CC #: \_\_\_\_\_ EXP DATE: \_\_\_\_/\_\_\_\_/\_\_\_\_ CVV: \_\_\_\_\_ DATE: \_\_\_\_\_