ORLANDO BALLET

2026/2027 SEASON
MAINSTAGE PROGRAM ADVERTISING

ALL SHOWS HELD AT DR PHILLIPS CENTER



Orlando Ballet offers a distinctive opportunity for brands seeking **meaningful connection with an engaged, culturally sophisticated audience.** As one of the region's premier performing arts organizations, Orlando Ballet attracts a loyal and influential patron base that values excellence, creativity, and community impact.

Aligning your brand with Orlando Ballet positions you alongside world-class artistry while providing access to **discerning consumers, high-net-worth individuals, and civic leaders**. Through dynamic performances, educational initiatives, and high-profile events, partnership with Orlando Ballet **elevates brand visibility** while demonstrating a shared commitment to enriching the cultural fabric of our community.

DEMOGRAPHICS

74 % Female

48% Ages 35 - 65

28% Children in Household

Average Household Income - $107k

TOP ZIP CODES

32803, 32789, 34787, 32801, 34786

Source 2024 Alexander Babbage Study

PRICING

SINGLE SHOW* *Excluding Nutcracker	THE NUTCRACKER ONLY	ENTIRE SEASON* *Including Nutcracker
Standard Full Page		
$1,500	$4,500	$6,000 ($1,200 each)
Inside Back Cover		
$2,000	$6,000	$8,000 ($1,600 each)
Outside Back Cover COMMITTED		
$2,250	$7,000	$9,000 ($1,800 each)
Inside Front Cover COMMITTED		
$2,500	$7,500	$9,500 ($1,900 each)

*Two page spreads available for 1.5x standard full page ad rate. Dependent on availability.

DEADLINES

PERFORMANCE TITLE	PERFORMANCE DATES	AD COMMITMENT DEADLINE	ARTWORK DEADLINE
Full Season	October 2026 - May 2027	August 14, 2026	See Below
The Sleeping Beauty 6,500 Attendees	October 15 - 18 2026	August 14, 2026	September 24, 2026
The Nutcracker 30,000 Attendees	Starts December 4, 2026	October 16, 2026	November 6, 2026
Alice in Wonderland 6,500 Attendees	February 11 - 14, 2027	December 11, 2026	January 15, 2027
Director's Collection 4,000 Attendees	April 2 - 4, 2027	February 1, 2027	March 5, 2027
Moulin Rouge 6,500 Attendees	May 6 - 9, 2027	March 5, 2027	April 9, 2027

GUIDELINES

- **Graphics may not include depictions of ballet dancers, or any characters featured in Orlando Ballet performances. This includes, but is not limited to, images of ballet dancers in costume or mid-performance, ballet shoes (such as pointe shoes or slippers), tutus or leotards, depictions of the Nutcracker or other ballet characters like Clara or the Sugar Plum Fairy.**
- Overall creative execution must have premium elevated appeal.
- Orlando Ballet reserves the right to reject or request revisions to any ad that does not align with out standards.*

AD SPECS

- 6.25″ wide by 9.25″ tall, finished size 6″ x 9″ with a .25″ bleed
- All text must be converted to outlines
- PDF files only (CMYK, 300DPI)

EXAMPLES





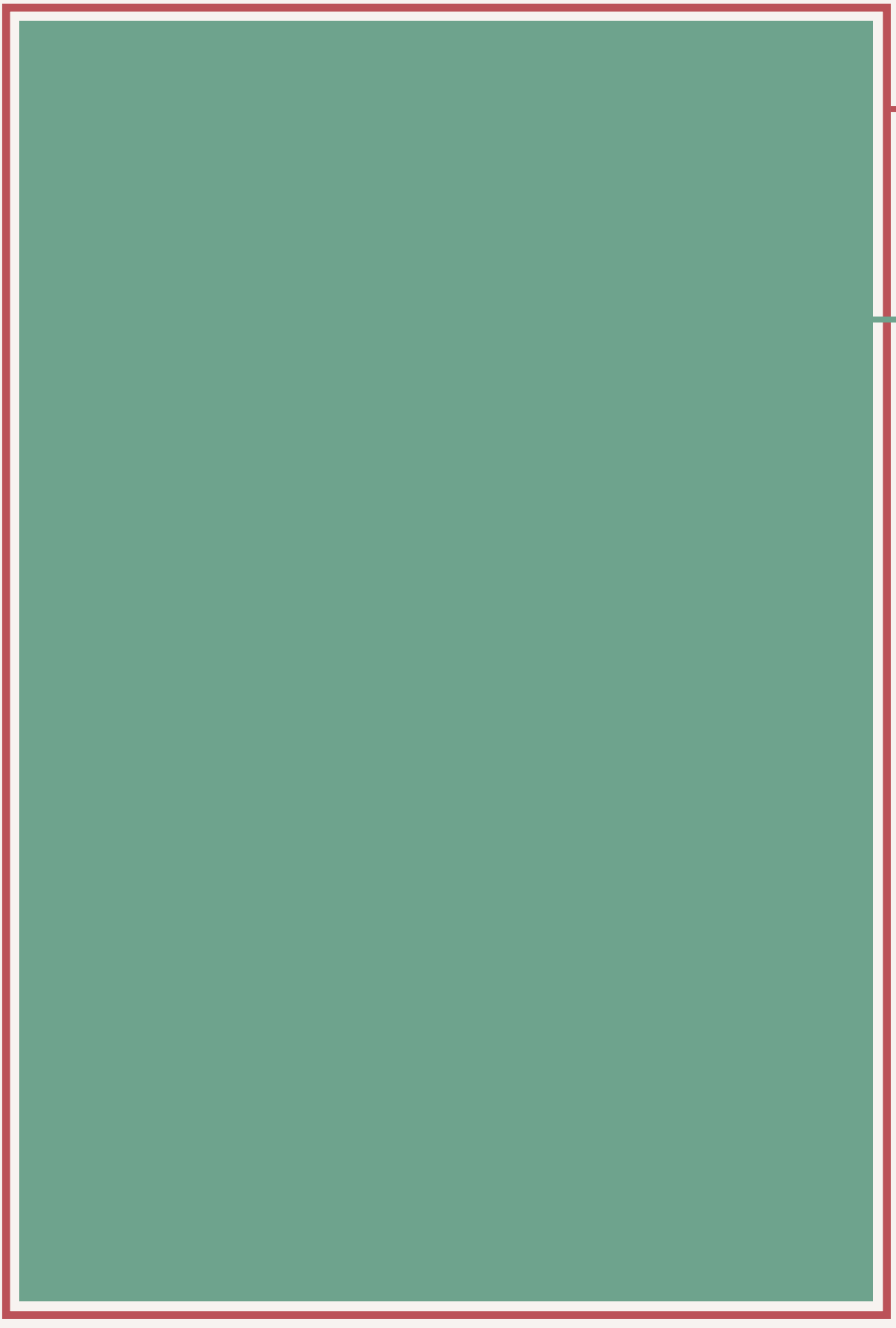


*Submission of an advertisement does not guarantee acceptance, and any necessary changes must be completed within the provided time frame to be considered for publication. Ad content restrictions include: ballerinas or ballet figures, profanity or inappropriate language including forms of hate speech, sexually explicit or suggestive material, political content or endorsements of any kind, content promoting controversial social issues, advertisements for other ballet performances or other shows that are in direct competition with Orlando Ballet, exaggerated claims or false advertisements, content that belittles, disparages or mocks the ballet or any of its sponsors, depictions of violence, gore, and any other images that may be disturbing, material that is copyrighted, personal messages or solicitation of personal services.

Please send completed files to advertising@orlandoballet.org

ORLANDO BALLET

2026/2027 PRINT AD SPECS



Full Page Ad with Bleed

Bleed Area
6.25″x9.25″
The background of the ad should extend to this edge.

Live Area
6″x9″
All text and logos should be within this space.

Print Ads should be submitted as high-resolution PDFs (300 DPI) in CMYK color mode, with all fonts embedded. Other acceptable file types: PNG, EPS, JPG.

Documents must be created 100% to size. We will not accept Microsoft Word, Excel Publisher, or PowerPoint documents as finished ads.