

TBT TEXAS BALLET THEATER

MEDIA KIT



**URBAN
CREATIVE**
By PAPER CITY

Paige Nyman in performance of Giselle



ABOUT

Tracing its roots back to 1961, Texas Ballet Theater has grown from a regional company into an internationally recognized ballet organization. Under the artistic direction of Tim O'Keefe, the company attracts top dancers and choreographers, offering a diverse repertoire that blends tradition with innovation. From classical to contemporary works, Texas Ballet Theater continues to deliver creative, expressive, and collaborative performances each season.

Texas Ballet Theatre has partnered with PaperCity Magazine and its custom content division, Urban Creative to produce beautifully designed, editorially rich event programs that reflect the artistry and elegance of each performance, bringing added value to patrons and advertisers alike.

FOUR MAIN PRODUCTIONS PER SEASON

Texas Ballet Theater presents four professional productions each season, showcasing a diverse repertoire of both classical and contemporary ballet.

BELOVED NUTCRACKER

The holiday season features their annual performance of The Nutcracker, a beloved tradition that draws large audiences each year.

RESIDENT COMPANY AT ICONIC VENUES

Texas Ballet Theater is the resident company of Bass Performance Hall in Fort Worth and the Winspear Opera House in Dallas, offering performances at two prestigious venues.

DIVERSE REPERTOIRE

The company presents a mix of classical and contemporary ballet works, ensuring a variety of performances for different tastes.

STRONG ARTISTIC DIRECTION

Under the leadership of Tim O'Keefe, the company's performances are known for their creativity, technical mastery, and collaborative spirit.

PRINT CIRCULATION

69,000

REACH A REFINED AND CULTURALLY ENGAGED AUDIENCE THAT
VALUES SOPHISTICATION, ARTISTRY, AND PHILANTHROPY.

GENDER/AGE

Male	25%
Female	75%
Average Age	85% over 40

AFFLUENT

Median HHI	\$225K
College Educated	83%
Post Grad Educated	45%

INTERESTS

Luxury
Fashion
Arts + Culture
Fine Dining
Travel
Entertaining
Beauty + Wellness
Decorating + Home



2025-2026 CALENDAR



PETER PAN

Featuring bright neons and edgy mohawks, this performance is the perfect combination of mischief and magic as Wendy, Peter, Tinkerbell, and others dance their way across land, sea and even air.

Run Dates:

September 19-21 & October 3-5, 2025

Performances: 8



THE NUTCRACKER

This cherished tradition brings families together year after year, offering a world of enchantment where snowflakes swirl, dreams come to life, and holiday magic fills the air.

Run Dates:

November 28-December 7
& December 12-28 2025

Performances: 30



DIVERSIONS

Experience the breadth and brilliance of ballet in our mixed repertoire, featuring four diverse works that showcase unparalleled versatility.

Run Dates:

February 27- March 1 & March 13-15,
2026

Performances: 8



SWAN LAKE

Experience the ethereal beauty of Swan Lake, where love and fate collide in a breathtaking tale of enchantment and betrayal.

Run Dates:

May 1-3 & May 15-17, 2026

Performances: 8

VENUES

BASS PERFORMANCE HALL IN FORT WORTH & WINSPEAR OPERA HOUSE IN DALLAS

Texas Ballet Theater performs at the Bass Performance Hall in downtown Fort Worth and at the AT&T Performing Arts Center in downtown Dallas. The Margot and Bill Winspear Opera House at the AT&T Performing Arts Center is a 21st century reinterpretation of the traditional "horseshoe" shaped opera house with stages equipped for the performance of ballet and other types of dance.

RUN DATES:

PETER PAN

DALLAS September 19, 2025 - September 21, 2025
FORT WORTH October 03, 2025 - October 05, 2025

THE NUTCRACKER

DALLAS November 28, 2025 - December 07, 2025
FORT WORTH December 12, 2025 - December 28, 2025

DIVERSION

DALLAS* February 27, 2025 - March 01, 2026
FORT WORTH March 13, 2025 - March 15, 2026

*Dallas Diversion Performance at Wyly Theatre and the ATPAC campus

SWAN LAKE

DALLAS May 01, 2026 - May 03, 2026
FORT WORTH May 15, 2026 - May 17, 2026

PERFORMANCES: 54

CIRCULATION: 69,000

PASS-ALONG CIRCULATION: 144,900



INITIAL AD DUE: August 22, 2025

ISSUES PER SEASON: 4

September/October, November/December, February/March, and May

PROGRAM AD RATES

**The Season Buy includes four publications*

	2025-2026 Season Buy*	Current PaperCity Advertiser Rate
FULL PAGE	\$9,850	\$8,865
TWO PAGE SPREAD	\$17,650	\$15,885
1/2 PAGE	\$5,750	\$5,175
PREMIUM POSITIONS		
INSIDE FRONT COVER	\$16,650	\$14,985
INSIDE FRONT COVER SPREAD	\$21,750	\$19,575
BACK COVER	\$14,850	\$13,365
OPPOSITE TABLE OF CONTENTS	\$12,250	\$11,025
OPPOSITE ARTISTIC DIRECTOR LETTER	\$12,250	\$11,025



Andre Silva in Val Caniparoli's Without Borders

AD SPECS

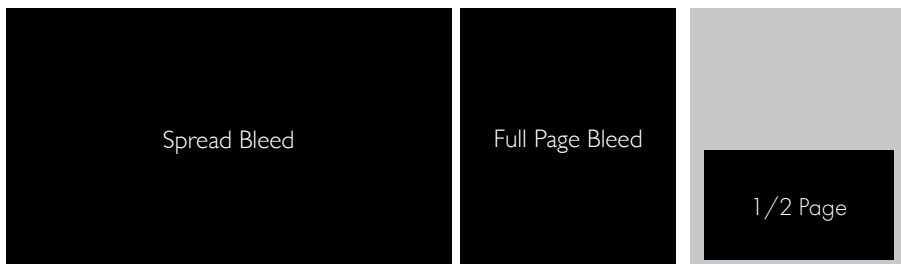
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* Do to the design and printing process that Round Top incorporates, the final printed size of an ad could be nominally larger or smaller than the specs outlined herein.

SUBMISSION GUIDELINE FOR PRINT MATERIALS

FILE TYPES: All Adobe Products – Acrobat PDF (recommended), InDesign (INDD or IDML files with accompanying links and fonts included), and Illustrator (EPS or AI files). We will substitute with similar fonts if originals are not submitted.

COLOR: All work should use profile “U.S Web Coated CMYK (SWOP) v2” (Cyan/Magenta/Yellow/Black) mode, as this is the mode required for the printing process. All greyscale and color art should be at 300 dpi. If an RGB (Red/Green/Blue) file is submitted, it must be converted to CMYK. When the conversion takes place, color shifts can occur. TBT will do our best to reproduce as close to a match to your printed output as possible. Recommended that solid black backgrounds be converted to 4 color (Cyan-40, Magenta-40, Yellow-40 and Black 100).

PROOF: Proof is recommended but not required. Due to the nature of the printing process and paper stock that TBT incorporates, color may vary somewhat from preferred proofs. If a proof is not supplied, we cannot assume liability for omissions, misprints or font defaults. If you have any questions, please call us for specifications prior to submitting your file.

Send all artwork to Production Department at
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AD SIZES W/ BLEED	WIDTH	HEIGHT
Spread Bleed		
Bleed	17.25"	11.125"
Trim	17.00"	10.875"
Safety	16.50"	9.875"
Full Page Bleed		
Bleed	8.75"	11.125"
Trim	8.50"	10.875"
Safety	7.50"	9.875"

AD SIZES W/ NO BLEED

	WIDTH	HEIGHT
1/2 Horizontal	7.4976"	4.8891"

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