

# In Dance Advertising

For reservations please contact Shae Colett at [shae@dancersgroup.org](mailto:shae@dancersgroup.org) or 415-920-9181.

## Deadlines 2012

*In Dance* is published 10 times per year, with double issues in Jan/Feb and Jul/Aug. Issues are mailed to members one week prior to the first of the month.

Issue Ad Due	Jan/Feb	Mar	Apr	May	Jun	Jul/Aug	Sep	Oct	Nov	Dec
	Dec 1	Feb 1	Mar 1	Mar 26	May 2	Jun 1	Aug 1	Sep 3	Oct 3	Nov 1

## Rates – Classified Ads

Headlines for classified ads are not included in the word count and may be edited for length.

### Rates:

1-25 words: \$20  
26-50 words: \$40  
51+ words: \$1/word

### Dancers' Group Company Member Discount:

1-25 words: \$10  
26-50 words: \$20  
51+ words: \$0.50/word

## Rates – Display Ads

Note: May 2012 Summer Guide ad rates and discounts differ – see below for details.

### Rates:

	<u>1 issue</u>	<u>3 issues</u>	<u>5 issues</u>
1/12 Page	\$100	\$270 (\$90/issue)	\$425 (\$85/issue)
1/6 Page	\$200	\$540 (\$180/issue)	\$850 (\$170/issue)
1/3 Page	\$380	\$1,026 (\$342/issue)	\$1,615 (\$323/issue)
Half Page	\$480	\$1,296 (\$432/issue)	\$2,040 (\$408/issue)

## Dancers' Group Company Member Discounts:

	<u>1 issue</u>	<u>3 issues</u>	<u>5 issues</u>
Highlighter	\$30	N/A	N/A
Highlighter Plus	\$60	N/A	N/A
1/12 Page	\$90	\$255 (\$85/issue)	\$375 (\$75/issue)
1/6 Page	\$180	\$510 (\$170/issue)	\$750 (\$150/issue)
1/3 Page	\$342	\$969 (\$323/issue)	\$1,425 (\$285/issue)
Half Page	\$432	\$1,224 (\$408/issue)	\$1,800 (\$360/issue)
Full Page	\$825	N/A	N/A

\*Highlighter and Highlighter Plus ads are only available to Company Members.

\*Additional Discounts are available for runs longer than five issues.

\*Contact Shae for display ad runs that include the May 2012 Summer Guide.

\*Small dance companies running a 1/12 display ad promoting their upcoming performance can run the same ad free in a consecutive issue!

## May 2012 Summer Guide Rates:

### DG Company Member Discounts:

Highlighter	\$30 (No early bird discount)
Highlighter Plus	\$60 (No early bird discount)
1/12 Page	\$149
1/6 Page	\$270
1/3 Page	\$473
Half Page	\$630
Full Page	\$990
Back Cover	Call for Price

### Rates:

1/12 Page	\$165
1/6 Page	\$300
1/3 Page	\$525
Half Page	\$700
Full Page	\$1100
Back Cover	Call for Price

### Deadlines:

February 27, 2012 Early Bird Reservations Due (10% off member & non-member prices)

March 05, 2012 Final Reservations Due

March 27, 2012 Ad Artwork Due



1360 Mission Street, Suite 200, San Francisco, CA 94103  
415.920.9181  
[dancersgroup.org](http://dancersgroup.org)



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## File Specifications

**File Types:** We prefer JPG or TIFF files. We accept: In Design, Illustrator, Photoshop, JPG, TIFF or PDF.

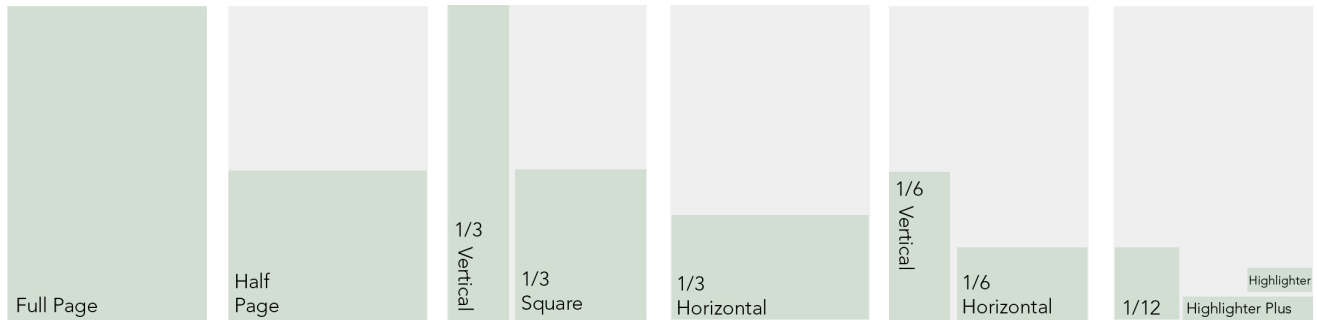
**Resolution & Size:** All ads should be 300 dpi at print size with no bleeds (see ad dimensions below)

**Color:** Black and white / grayscale only.

**Note:** Please proofread your ads carefully. Dancers' Group is not responsible for errors in ad content.

\*Dancers' Group is available to design any size ad. Contact Shae for further information. (Basic design minimum \$50).

## Display Ad Dimensions



All ad dimensions are in inches.

	Width	Height
Full Page	10"	15.5"
Half Page	10"	7.5"
1/3 Vertical	3.25"	15.5"
1/3 Square	6.63"	7.5"
1/3 Horizontal	10"	4.9"
1/6 Vertical	3.25"	7.5"
1/6 Horizontal	6.63"	3.75"
1/12 Page	3.25"	3.75"
*Highlighter Plus	6.63"	1.15"
*Highlighter	3.25"	1.15"

## \*Highlighter Ads

We've created the Highlighter and Highlighter Plus Ads to give you an affordable opportunity to announce your performance, workshops, class or other events. Highlighter and Highlighter Plus ads are only available to Dancers' Group Company Members.

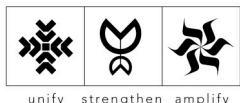
### Need help designing your Highlighter Ad?

We offer a free design template for the smaller Highlighter Ad (3.25" x 1.15") – you send us your image and text, and we'll create your Ad like the template below. What we need to create a Highlighter Ad:

- An **Image** with minimum resolution of 300 pixels wide x 350 pixels high. The print size will be 1" wide by 1.15" high and in black and white.
- A **Headline**: 20 characters max (without spaces)
- The **Body Text**: 140 characters max (without spaces)



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