

In Dance Advertising

For reservations please contact Rosa at rosa@dancersgroup.org
 For general advertising questions: 415-920-9181

Deadlines 2016

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 2 | Mar 21 | May 2 | Jun 1 | Aug 1 | Sep 1 | 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: \$22
 26-50 words: \$44
 51+ words: \$1.10/word

Dancers' Group Company Member Discount:

1-25 words: \$11
 26-50 words: \$22
 51+ words: \$0.55/word

Rates – Display Ads

Note: *In Dance* has new display ad sizes and pricing

Note: May 2016 Summer Guide ad rates and discounts differ—details below.

Rates:

| | <u>1 issue</u> | <u>3 issues</u> | <u>5 issues</u> |
|-----------|----------------|-----------------------|-----------------------|
| 1/8 Page | \$180 | \$480 (\$160/issue) | \$750 (\$150/issue) |
| 1/5 Page | \$240 | \$645 (\$215/issue) | \$1,025 (\$205/issue) |
| 1/4 Page | \$330 | \$900 (\$300/issue) | \$1,450 (\$290/issue) |
| 1/3 Page | \$420 | \$1,125 (\$375/issue) | \$1,775 (\$355/issue) |
| Half Page | \$525 | \$1,425 (\$475/issue) | \$2,225 (\$445/issue) |
| Full Page | \$1,100 | N/A | N/A |

Dancers' Group Company Member Discounts:

| | <u>1 issue</u> | <u>3 issues</u> | <u>5 issues</u> |
|-----------|----------------|-----------------------|-----------------------|
| 1/8 Page | \$160 | \$450 (\$150/issue) | \$700 (\$140/issue) |
| 1/5 Page | \$215 | \$615 (\$205/issue) | \$975 (\$195/issue) |
| 1/4 Page | \$290 | \$840 (\$280/issue) | \$1,350 (\$270/issue) |
| 1/3 Page | \$375 | \$1,065 (\$355/issue) | \$1,550 (\$310/issue) |
| Half Page | \$475 | \$1,335 (\$445/issue) | \$1,975 (\$395/issue) |
| Full Page | \$900 | N/A | N/A |

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

*Contact Rosa for display ad runs that include the May 2016 Summer Guide.

Rates – May 2016 Summer Guide

Non-Member Rates:

1/8 Page \$200
 1/5 Page \$310
 1/4 Page \$420
 1/3 Page \$575
 Half Page \$770
 Full Page \$1,250
 Back Cover Call for Price

DG Company Member Discount:

1/8 Page \$180
 1/5 Page \$295
 1/4 Page \$400
 1/3 Page \$520
 Half Page \$690
 Full Page \$1,100
 Call for Price

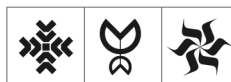
Deadlines:

February 22, 2016 Early Bird Reservations Due (10% off member & non-member prices)

March 21, 2016 Ad Artwork Due



44 Gough Street, Suite 201, San Francisco, CA 94103
 415.920.9181 dancersgroup.org



unify strengthen amplify

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File Specifications

File Types: We accept the following file types: High Resolution PDF, JPG, TIFF, In Design, Illustrator and Photoshop.
Resolution & Size: All ads should be 300 dpi at print size with document bleed settings (see ad dimensions below).
Color: Full Color (Composite CMYK only, we do not accept RGB).
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 Rosa (rosa@dancersgroup.org) for further information. (Basic design minimum \$90).

Display Ad Dimensions

Note: *In Dance* has new display ad sizes



All ad dimensions are in inches.

| | Width | Height |
|----------------|-------|--------|
| Full Page | 10" | 15" |
| Half Page | 10" | 7.5" |
| 1/3 Square | 7.45" | 7.5" |
| 1/3 Horizontal | 10" | 4.9" |
| 1/4 Vertical | 4.9" | 7.5" |
| 1/5 Horizontal | 7.45" | 3.67" |
| 1/8 Vertical | 2.34" | 7.5" |
| 1/8 Horizontal | 4.9" | 3.67" |



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