



PREMIER DANCE ACADEMY AD CAMPAIGN



Dance families, we are asking for your support for our 2025 Recital! Please consider purchasing or selling ads for our programs. Prizes will be awarded to dancers who sell \$25 or more in ads. Even if your dancer is not interested in winning a prize, please consider placing 1-2 patron ads per family.

Any support would be greatly appreciated! NEW for this year, our programs will be bigger in size at a standard booklet size of 8.5" by 11". Our programs will be printed in color and reach hundreds of families! You will notice a few changes in our sizes. For returning dance families, our 1/2 page ads are the same size as our full pages in the past.

We welcome you to contact small businesses, visit restaurants, or create an ad celebrating your dancer! Should you have interest in generating a business ad, included is a business sponsorship letter for your convenience.

CHOOSE YOUR AD SIZE

Size	Cost
Full page 8"w x 10 "h	\$200
Half page 8"w x 5"h	\$150
Quarter page 4"w x 5"h	\$100
<u>Patron Ads</u> (a line is considered 5 words or less)	<u>\$5 per line</u>

Canva is a free platform for creating and designing ads!
Ads made in Canva easily transfer to our program and
can be saved as PNGs or JPEGs.

SUBMITTING YOUR AD

All ads need to be submitted electronically. Please see the instructions below to ensure your ad is replicated properly.

- Digital images should be in the highest resolution possible.
- Ads should be saved as a jpeg or PNG file.
- **PLEASE DO NOT SEND PDF FILES.**
- Please make sure your ad is in the proper direction.
 - Full page Ads: Vertical
 - ½ Page Ads: Horizontal
 - ¼ Page Ads: Vertical
- If you are creating an ad with text and photos, please make sure it is configured correctly before sending.

EMAILING YOUR AD

Please submit all your ads via our online portal
by Monday, May 19th.

Ads will be billed to your account. All payments will be due by
May 30th. If you are enrolled in autopay, autopay will be run on
June 1st.

Please include the following in your email:

- Dancer's Name:
- Dancer's Day
- Parent's Name:
- Email address:
- Size of your ad:
- Your attachments (Ad or photo)

Thank you so much and please let us know if you have any
questions. Check out this year's prizes below!

AD CAMPAIGN PRIZES

The dancer will receive the highest level of the prize they reach.
Dancers can combine 2 lesser prizes to equal your sales.

Premier Tote Bag

\$25-\$50

Striped tote bag with Premier Logo



Premier Fleece Headband

\$51-\$80

Fleece Headband with Premier embroidered.

Premier Yeti

\$81-\$105

Purple yeti, with customized Premier Logo.



AD CAMPAIGN PRIZES

Premier Towel

\$106 - 160

Premier beach towel!



Premier Roller Bag

\$161 & UP

Premier Foldable Roller bag on wheels and water resistant.

Premier Prize Package

TOP SELLER

Must sell a minimum of \$300 in ads. NEW this year! The top seller will receive a Premier Prize Package including multiple prizes and Premier Merchandise.

