

PREMIER



Dance Academy

AD CAMPAIGN

We are beginning to start our Ad Campaign for our 2021 recital. These ads will be in our Recital Programs. We are asking for your support by purchasing or selling ad space to offset the cost of producing the programs. We are offering prizes to anyone selling a minimum of \$10 or more in ads. We will award the prizes at recital rehearsal. Even if you are not interested in winning a prize, your support by placing 1 or 2 patron ads per family would be greatly appreciated. Our ads will be printed in color, and will be reaching hundreds of people and families.

When you are designing your ad space, please see the attached examples of sizes and options. Please note we are using a digital process, so if you create your own ad on your computer please follow the attached directions to ensure it reproduces correctly. If you have problems with doing your ad electronically, you can give us your text and picture (if applicable). If you have business ads that you have collected we can also set those up for you. Please be sure to ask all the local businesses that you visit for their support as well.

Prizes are awarded as follows:

(You will receive one prize from the level you reach)

\$10-\$19	Premier Koozie
\$20-\$39	Premier Personalized Tumbler Cup
\$40-\$65	Premier Rhinestone Tank Top
\$66-\$85	Premier Pillowcase
\$86-\$165	Premier Sling Bag
\$166-\$299	Logo Blanket w/Name
\$300 and up	Premier Backpack/Laptop Bag

TOP SELLER* WINS A 9-MONTH CLASS SCHOLARSHIP

*with a minimum of \$500 sold

**You may combine 2 lesser prizes to equal your sales

PRIZES

All ads and payments are due by Friday May 21st

Digital file prep for printing of program ads

Digital ads should be a complete ad, with pictures and text incorporated.

Remember the size of your ad and if it is vertical or horizontal.

Full page 5 ½" w x 8 ½" h-\$150

Half page 5 ½" w x 4.75" h-\$100

Quarter page 2.75" w x 4.75" h-\$75

Business card 3 ½" w x 2" h.-\$45

Please save your ad in JPEG or PDF format.

The ads will be printed in color. If scanning your pictures scan as close to 300dpi as possible. If a digital camera picture is being used, set the camera at the highest resolution that the camera offers.

When sending pictures to us, please have them saved in the correct size and layout you are ordering for the program. If it is not received correctly formatted, we will contact you to adjust.

Please send all finalized digital ad copies to: info@premier-dance.com

Please have your ad formatted correctly and completely designed before sending to me.

If we have any questions or problems with the ad copy that you submit, we will contact you to correct it.

Be sure to fill out the attached Ad Campaign Participation Form, and turn it in to the studio.

Ad Campaign Participation Form

Student Name _____

Parent _____

Phone# _____

Email _____

Please mark below what size ad, and include a rough draft of it for our records. Also please note whether you sent the finalized ad copy to the requested email address, info@premier-dance.com

Full Page \$150 _____ Draft attached__ Electronic file sent _____

Full Page \$150 _____ Draft attached__ Electronic file sent _____

Half Page \$100 _____ Draft attached__ Electronic file sent _____

Half Page \$100 _____ Draft attached__ Electronic file sent _____

Half Page \$100 _____ Draft attached__ Electronic file sent _____

¼ Page \$75 _____ Draft attached__ Electronic file sent _____

¼ Page \$75 _____ Draft attached__ Electronic file sent _____

¼ Page \$75 _____ Draft attached__ Electronic file sent _____

Business Card \$45 _____ Draft attached__ Electronic file sent _____

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Business Card \$45 _____ Draft attached__ Electronic file sent _____

Patrons Ads

If submitting patron's ads, please attach a clearly written or typed version of your ad with this form, and please note...each line can only be 5 words or less.

Patrons Ads \$5/line _____

How many lines _____

Ads attached _____

Total Amount Collected \$ _____

(Payment must be included with this form and checks payable to Premier Dance Academy)

Prize Earned _____

If clothing, what size? _____

Thank you for all your help and support!