

DanceTeacher®

WWW.DANCE-TEACHER.COM

OCTOBER 2011

LAYER UP!
21 STYLES
to take the
chill off

Kelly Burke

The winning ways of
Westchester Dance Academy

COMPETITION ISSUE:

- Tips on starting a new group
- Are your comp kids ready to go pro?
- Your guide to 69 Competitions

DanceTeacher®
is influential, energizing,
and practical.



DanceTeacher® EDITORIAL CALENDAR 2012

(Subject to Change)



Tabitha & Napoleon D'Umo
photo by Joe Toreno

Issue Date	Features	Products	Ad Close	Materials
Jan-12	Summer Study Guide Are Ballet Teachers Moving Toward a Universal Style? Starting a Summer Program in Your Studio	Broadway Inspired Costumes & Tap Shoes	11/1/11	11/8/11
Feb-12	Careers The Art of Teaching an Audition Class Guide to Getting Certified in Somatics	Team Costumes	12/6/11	12/13/11
Mar-12	Health & Wellness Dancing for a Cure Training Student Teachers <i>Plus the FREE Ad Effectiveness Study</i>	Lyrical & Contemporary Costumes	1/3/12	1/10/12
Apr-12	Ballroom Focus Ballroom Can Boost Your Studio Business Resolving Conflict in the Classroom <i>Plus the "Studio Talk" Supplement</i>	Costumes for Tots	1/31/12	2/7/12
May-12	Early Childhood Festival Round-up Technique: Tap <i>Plus the "Lifetime Learners" Supplement</i>	Dancewear for Teachers	2/28/12	3/6/12
Jun-12	Studio Business On the Rebound: Coming Back from a Natural Disaster Wish List: What's Your Dream Studio Update?	Urban Dancewear, Costumes & Sneakers	3/27/12	4/3/12
Jul-12	Dance Teacher Directory Summer Intensive as Audition Springboard Technique: Jazz	Jazz Dancewear, Costumes & Shoes	5/1/12	5/8/12
Aug-12	Back to School Building a Class Syllabus Autism in the Dance Studio <i>Plus the "Secrets of a Successful Studio" Supplement</i>	Ballet Dancewear, Pointe Shoes & Slippers	6/5/12	6/12/12
Sep-12	Fall Studio Session Favorite Remedies for Training Problems Higher Ed Guide <i>Plus the "Beyond Performance" Supplement</i>	Holiday costumes	7/3/12	7/10/12
Oct-12	Competition Guide Costume Ordering, Care and Alterations Choreography: Precision and Other Formations	Costume Preview	8/7/12	8/14/12
Nov-12	Recital Issue Recital Troubleshooting Why Wear Tights?	More Costume Preview	9/4/12	9/11/12
Dec-12	Convention Guide The Teachers Behind SYTYCD Contestants Teaching in LA Versus NYC <i>Plus the "Competition & Convention Yearbook"</i>	Warm-ups	10/2/12	10/9/12
Jan 13	Summer Study Guide	TBD	9/19/12 10/30/12	9/26/12 11/6/12

AD RATES (NET)

Full Color	1x	3x	6x	12x
Full	\$5,110	\$4,740	\$4,390	\$3,985
Two Thirds	\$4,795	\$4,450	\$4,080	\$3,690
Half	\$4,515	\$4,180	\$3,790	\$3,390
One Third	\$3,820	\$3,540	\$3,215	\$2,900
Quarter	\$3,420	\$3,170	\$2,890	\$2,610
Sixth	\$2,650	\$2,455	\$2,195	\$1,990

Black & White	1x	3x	6x	12x
Full	\$3,615	\$3,345	\$3,090	\$2,780
Two Thirds	\$3,400	\$3,140	\$2,860	\$2,565
Half	\$3,160	\$2,620	\$2,565	\$2,380
One Third	\$2,155	\$1,990	\$1,780	\$1,645
Quarter	\$1,860	\$1,720	\$1,560	\$1,430
Sixth	\$1,645	\$1,520	\$1,340	\$1,135

Ad Size	Trim	Bleed
2-Page Spread - Bleed	16" x 10.875"	0.125"
2-Page Spread - Nonbleed	15.5" x 10.375"	0"
Full Page - Bleed	8" x 10.875"	0.125"
Full Page - Nonbleed	7.5" x 10.375"	0"
2/3 Vertical	4.625" x 10.375"	0"
1/2 Horizontal	7" x 5.0625"	0"
1/2 Vertical	3.5" x 10.1875"	0"
1/3 Horizontal	4.625" x 5.0625"	0"
1/3 Vertical	2.25" x 10.1875"	0"
1/4 Horizontal	4.625" x 3.75"	0"
1/4 Vertical	3.5" x 5.0625"	0"
1/6 Horizontal	4.625" x 2.25"	0"
1/6 Vertical	2.25" x 5.0625"	0"

dance MEDIA

Advertising Material Requirements

All ads must be submitted online. To create your account, please visit dancemedia.sendmyad.com.

General Guidelines for Ads

- Make sure all ads are built correctly to spec and scaled at 100%
- All support files – fonts and images must be linked
- All images must be CMYK. No RGB images accepted. (Convert all images to CMYK in Photoshop before placing them in your layout program)
- All images must be high-res. Images at 150 dpi or less will not be accepted.
- Maximum ink density should be set to standard 300% or less on all images.
- No pantone colors (Convert to process)
- No spot colors (Convert to process)
- Make sure "White" type is NOT set to overprint.
- If using InDesign, set your "Appearance of black" preference to both display and output blacks "Accurately"
- Crop marks should be ON for partial ads
- Please label your PDF accordingly: title/year/month/ad size/Client

Example: danceteacher0112_13V_ballet.pdf

Need help? Please email adportalhelp@dancemedia.com

Cancellations & Billing

All cancellations must be received in writing by published ad space deadline. Cancellations may result in short-rate to the applicable frequency. Invoices are rendered on publication mailing date. Net due in 30 days.

Online Advertising Options



Run of Network

Reach an average of 200,000+ users every month!
 Including: *dancemedia.com, dancemagazine.com, dancespirit.com, pointemagazine.com, dance-teacher.com, dance212.com, danceU101.com*

Rotating Leaderboard Ad

- Size 728 x 90 pixels – jpeg, gif, png, swf
- Link to your website

Rotating Banner Ad

- Size 300 x 250 pixels – jpg, gif, png, swf
- Link to your website

Rotating 15-second Video ad

- Original format preferred. Otherwise, QuickTime, MOV, MPEG, FLV accepted (any file size).



E-Newsletter Advertising

Including: *Dance Magazine, Dance Spirit, Pointe, Dance Teacher*

Side Banner

- 150 x 250 pixels – jpg, gif, png
- Link to your website

Advertorial

- 50 words
- Image: 100 x 100 pixels – jpg, gif, png
- Link to your website



Integrated Marketing Packages

\$200,000

Annual Spending (sample)

- 65 full 4C pages (any combination of publications)
- Rotating 20-second video ad on www.dancemedia.com
- Rotating banner ad on www.dancemedia.com
- Rotating run-of-network leaderboard ad
 - www.dancemagazine.com
 - www.dancespirit.com
 - www.dance-teacher.com
 - www.pointemagazine.com
 - www.danceretailernews.com
 - www.dance212.com
 - www.danceU101.com
- 10 e-newsletter advertorials
 - 2 *Dance Magazine* e-news
 - 2 *Dance Spirit* e-news
 - 2 *Pointe* e-news
 - 2 *Dance Teacher* e-news
 - 2 *DRN* e-news

\$150,000

Annual Spending (sample)

- 52 full 4C pages
 - 12 ads in *Dance Magazine*
 - 12 ads in *Dance Teacher*
 - 12 ads in *Dance Retailer News*
 - 10 ads in *Dance Spirit*
 - 6 ads in *Pointe*
- Rotating 20-second video ad on www.dancemedia.com
- Rotating banner ad on www.dancemedia.com
- 5 e-newsletters advertorials
 - 1 *Dance Magazine* e-news
 - 1 *Dance Spirit* e-news
 - 1 *Pointe* e-news
 - 1 *Dance Teacher* e-news
 - 1 *DRN* e-news

\$100,000

Annual Spending (sample)

- 52 4C 1/2 pages
 - 12 ads in *Dance Magazine*
 - 12 ads in *Dance Teacher*
 - 12 ads in *Dance Retailer News*
 - 10 ads in *Dance Spirit*
 - 6 ads in *Pointe*
- Rotating banner ad on www.dancemedia.com
- 3 e-newsletter ad buttons (any publication)

OR

- 26 full 4C pages
 - 6 ads in *Dance Magazine*
 - 6 ads in *Dance Teacher*
 - 6 ads in *Dance Retailer News*
 - 5 ads in *Dance Spirit*
 - 3 ads in *Pointe*
- Rotating banner ad on www.dancemedia.com
- 3 e-newsletter ad buttons (any publication)

Whether you're a veteran or new to the dance world, the dedicated and knowledgeable team at **DanceMedia** will work with you to create the perfect integrated marketing package to help you reach your business goals.

We look forward to hearing from you soon!

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dance **MEDIA**

MAGAZINE
DANCE[®]

DANCESPIRIT[®]

POINTE[®]

DanceTeacher[®]

Dance **Retailer** News[®]



DANCEU101