

# Dance Alliance

## PROGRAM ADVERTISING INFORMATION

**\*\*\*Ad prices 25% off when space is reserved and paid in full by, Friday, May 1, 2015\*\*\***

**AD COST:** Full Page..... \$100.00(Discount price, **\$75.00**, by deadline.)  
Half Page..... \$ 55.00(Discount price, **\$41.00**, by deadline.)  
Quarter Page..... \$ 30.00(Discount price, **\$22.00**, by deadline.)  
**\*\*\*NEW\*\*\*** “One-Liners”..... \$ 15.00(Discount price, **\$11.00**, by deadline.)

**MECHANICAL:** Trim Size of Program.....5 ½” x 8 ½”

Full Page Size.....4 ½” x 7 ½”

Half Page Size

Vertical.....2 ¼” x 7 ½”

Horizontal.....4 ½” x 3 ¾”

Quarter Page Size.....3 ½” x 2”

(Business card size)

**\*\*\*NEW\*\*\***

“One-Liners”.....75 characters or less or 4 ½” from left to right.

Specifications: Font, Times New Roman; Font Style, Regular; and Size, 12.

Example: Good Luck tonight Suzy Smith! Love, Mom, Dad, Jack and Fefe!

Once again, Dance Alliance is offering you a chance to advertise in the Spring Concert program book. You can advertise a family business or solicit an ad from a local business that you and your family frequently support. You can also create a personal ad with a picture of your dancer and text wishing him or her good luck in the show, or any combination of the above. This year we are also offering “One-Liners” for you to send a message of good luck to your dancer. This is a fun and creative way to support and surprise your dancer with good wishes. All ads must be black and white, camera ready and complete, corresponding in size to the dimensions above. Completed ads will also be accepted in an electronic format, preferably as a PDF, and emailed to [candddance@comcast.net](mailto:candddance@comcast.net). If sending an electronic file, please also enclose with your payment a hard-copy that is ready to scan. Please try to avoid Xerox copies, tape lines, paper clips, staples, newspaper clippings, pictures that have been cut out by hand, and items “touched-up” with pen or pencil. If the above-mentioned guidelines are not followed, a \$25.00 charge will be added to reconstruct/recreate the ad. The deadline for receiving space reservations and copy ready ads is **Friday, May 1, 2015**. The deadline for receiving payments is also **Friday, May 1, 2015**. Please make checks payable to **Dance Alliance**. There will be a **\$25.00 fee** for any checks returned unpaid. If you have any further questions regarding your ad in the program, please feel free to contact Adam or Lisa Clark at (734) 429-9599.

Thank you for your support,

*Adam and Lisa*

Dance Alliance

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**Mailing Address: Dance Alliance, L.L.C. P.O. Box 1628 Brighton, MI 48116 734.429.9599**

# Dance Alliance

## CONTRACT FOR PROGRAM ADVERTISING

Name or Business Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email Address: \_\_\_\_\_

Ad Size: \_\_\_\_\_

Cost: \_\_\_\_\_ Cash \_\_\_\_\_ Check# \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please return the above contract info, your payment to Dance Alliance, and your black and white, camera-ready ad to Adam or Lisa at Dance Alliance on or before Friday, May 1, 2015. If you are dropping off ads during your regular class times, please inform your instructor that it is program advertising information and they will see that it is given to Adam or Lisa by the deadline.**

**If you plan on mailing your ad, please note that ads need to be mailed to the mailing address below, not the physical location of Dance Alliance. Thank you!**