



# 2018 Recital Yearbook Ads

## Due May 19



Purchase a personal ad for your loved one or advertise your business in our annual recital yearbook. These souvenir books contain class pictures, recital routines, dancer's names, teachers, graduates, space for autographs and much more! A beautiful keepsake for years to come! If you would like to purchase a personal ad, please submit a picture/collage of pictures, special message, and/or memories of your special dancer. Ads have to fit within the purchased measurements as listed on the order form below. If you are submitting a business ad guidelines are the same.

We prefer that all ads be provided CAMERA-READY. If you cannot provide an electronic file (.pdf or .jpg), laser printer output (not inkjet) works as well. Be sure NOT to fold or staple your ad or business card when you are supplying it in hard copy format.

If you EMAIL your ad you MUST still complete this paperwork, include a hard copy printout of the ad, and drop it off with your check made out to The Dance Project at the studio front desk. Then, e-mail your file to [cdmayhew@cox.net](mailto:cdmayhew@cox.net). In your subject line, write "Recital Ad 2018." If you do not receive a confirmation by Tuesday, May 22nd this means she does not have your ad.

### HOW DO I KNOW IF MY AD IS CAMERA-READY OR NOT?

If you are supplying us an electronic computer file by e-mail or on CD, then you are providing camera-ready artwork. If you are giving us a business card or some printed material that we need to scan into the computer, then you are providing NON-camera ready art.

### IMPORTANT REMINDERS

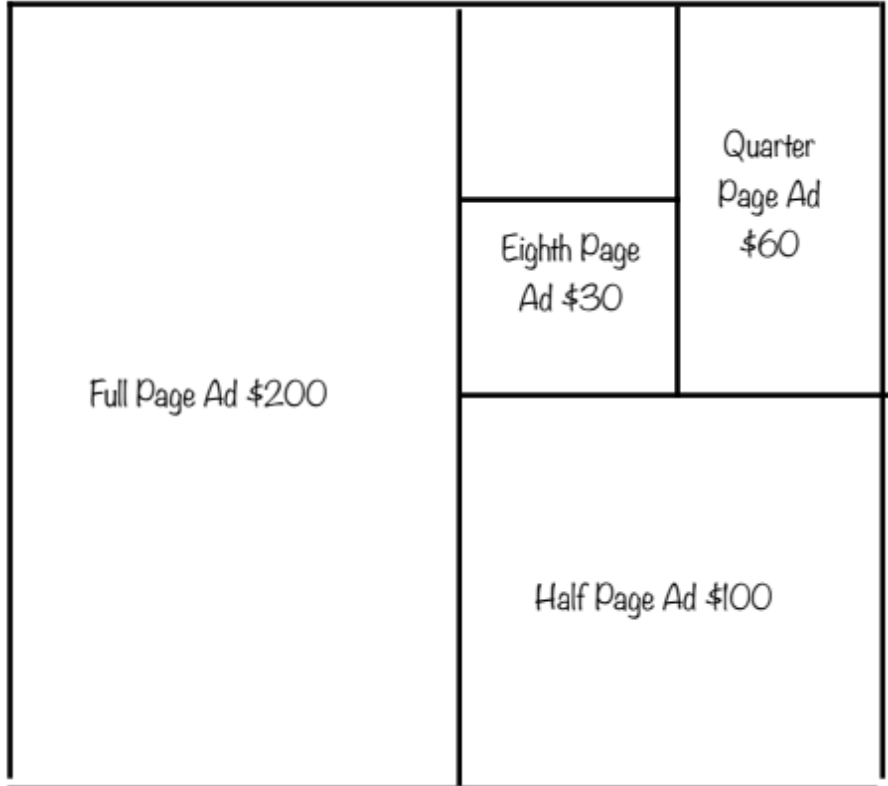
1. USE THE SIZES THAT ARE LISTED TO DEVELOP YOUR AD - If you are creating an ad for us to scan, it is important that you make it to fit the sizes we have listed. If you don't, your ad might not be able to be sized

proportionally, and it will be returned to you. A black and white laser (NOT ink jet) print out is acceptable. If you supply your business card, every effort will be made to scan it "as is," and size it to fit the ad. Additionally, photos pasted to a page with other text on it can result in a poor scan, because photos and text scan best at different resolutions. Another common misconception: In the past, an 1/8 page ad was referred to as a Business Card ad, but please note that it is not the exact dimensions of a business a business card and will be sized accordingly.

DISPLAY AD SIZES & RATES

- Text Only (25 word max) \$10
- Eighth 3.5625 in w x 2.375 in h \$30
- Quarter 3.5625 in w x 4.875 in h \$60
- Half 7.25 in w x 4.875 in h \$100
- Full 7.25 in w x 9.875 in h \$200
- Inside Front and Back Covers available for businesses only 8.5 in w x 11 in h \$300
- Back Cover available for businesses only 8.5 in w x 11 in h \$400

If you provide a business card, we can scan it and fit to this size ad. However, you must supply the business card to us. by May 19th



AD DEADLINE is May 19th

PLEASE SUBMIT YOUR HARD COPY/BUSINESS CARD/USB TO THE FRONT DESK WITH THIS COMPLETED FORM or YOU MAY SUBMIT YOUR AD BY EMAIL TO: Candy Mahew [cdmayhew@cox.net](mailto:cdmayhew@cox.net).

Name (Advertisers Contact) \_\_\_\_\_ Phone \_\_\_\_\_

Business Name \_\_\_\_\_ Email \_\_\_\_\_

Ad Size \_\_\_\_\_ I have emailed the ad: YES \_\_\_\_\_ NO \_\_\_\_\_

Dancers Name \_\_\_\_\_ Amount Paid \_\_\_\_\_

Please make payments out to The Dance Project and bring in your forms, and ad no later than May 19th!