

Marketing Opportunities

provided by the Dance Council of North Texas

Reaching Thousands of Dancers, Choreographers and Arts Patrons

The Dance Council of North Texas (DCNT) believes that information, resources and support are essential for advancing dance in North Texas. Thus, we provide both print and web marketing opportunities to help dance studios, dance companies, presenters and dance enthusiasts market their products and services. Our print publications provide a powerful regional presence in performance venues, dancewear stores, libraries, schools and dance studios throughout North Texas. Online channels provide up-to-the-minute news to an international audience. We reach professional and student dancers, dance educators, studio owners and dance patrons of all ages and ethnicities in print and online.

Ways to Advertise with Dance Council of North Texas

Discounts available for DCNT members

• Print Media

advertising@thedancecouncil.org or 214.219.2290

Dance! North Texas - quarterly tabloid publication with optional color capability

Special Event Program Books

- Dance Planet*
- National Tap Dance Celebration*
- Taste Dance! Addison Style*
- Dallas DanceFest/DCNT Honors*

• Electronic Media

advertising@thedancecouncil.org or 214.219.2290

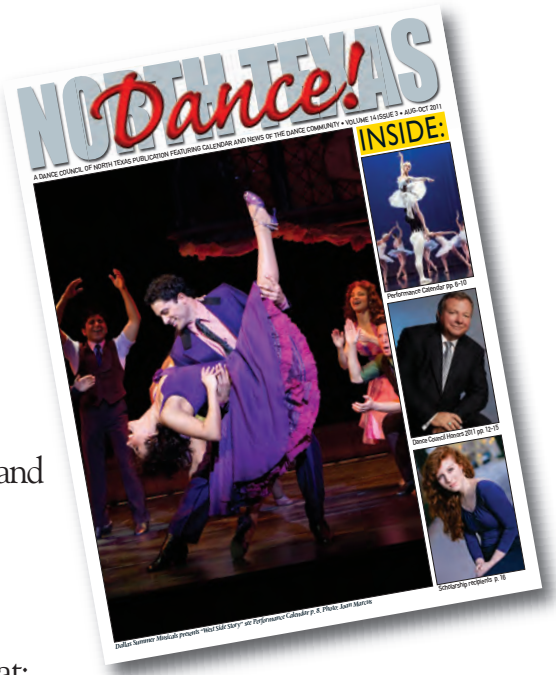
Our website: www.thedancecouncil.org

Email Blasts

- CenterStage* - weekly electronic newsletter
- FLASH ads* - on demand

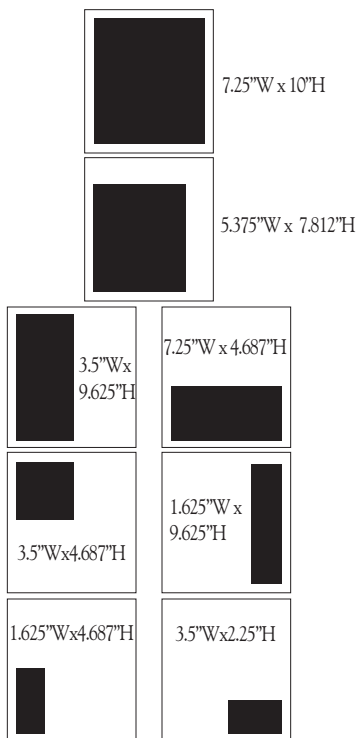
PRINT MEDIA - *Dance! North Texas*

- **Circulation:** 13,000+; published on Feb. 1, May 1, Aug. 1 & Nov. 1.
- **Space and Materials Deadlines:**
 - Dec. 1 for Issue 1 Feb. - Apr.
 - Mar. 1 for Issue 2 May - Jul.
 - Jun. 1 for Issue 3 Aug. - Oct.
 - Sept. 1 for Issue 4 Nov. - Jan.
- **Distribution:** Targets readers at libraries, retailers, performance venues, educational institutions, studios and other public locations throughout Texas, around the nation and globally online.
- **Demographics:** Performers, patrons, students, educators, professionals and pre-professionals of all ages and all styles of dance.
- Ad rates are quoted per insertion with frequency discount.



Mechanical Specifications:

- Ads must be submitted camera-ready in a high-resolution CMYK format:
 - > Adobe Acrobat .pdf file, high-resolution with all fonts embedded in CMYK color mode
 - > Adobe Photoshop files (.psd, .jpeg, .eps or .tif) 300 dpi preferred
 - > Adobe Illustrator files, version CS6 or lower, saved as an .eps, fonts converted to outline
- Ads built in Microsoft Word or Microsoft Publisher are not acceptable.
- We can produce an ad for you - \$50 production charge for members; \$75 for non-members. Production charge includes two free edits. Any subsequent edits will be charged at \$10 each.
- If an ad does not conform to **Dance! NTX** specifications, we will make every attempt to give an advertiser the opportunity to revise their ad. If this does not occur, we will rebuild the ad and a production fee will be charged.
- All prices shown below are per ad. Non-members are charged ad rates 10% higher than members.



Ad Size	1x		2x		3x		4x	
	Member	Non-Member	Member	Non-Member	Member	Non-Member	Member	Non-Member
Full Page B&W	\$800	\$880	\$725	\$798	\$680	\$748	\$640	\$704
Black + Spot Color	\$880	\$968	\$800	\$880	\$749	\$824	\$705	\$776
Full Color	\$990	\$1,089	\$900	\$990	\$842	\$926	\$793	\$872
Junior Page B&W	\$660	\$726	\$600	\$660	\$562	\$618	\$529	\$582
Black + Spot Color	\$745	\$820	\$675	\$743	\$634	\$697	\$597	\$657
Full Color	\$855	\$941	\$775	\$853	\$727	\$800	\$685	\$754
1/2 Page B&W	\$425	\$468	\$375	\$413	\$362	\$398	\$340	\$374
Black + Spot Color	\$495	\$545	\$450	\$495	\$422	\$464	\$397	\$437
Full Color	\$580	\$638	\$525	\$578	\$494	\$543	\$465	\$512
1/4 Page B&W	\$220	\$242	\$200	\$220	\$187	\$206	\$177	\$195
Black + Spot Color	\$305	\$336	\$275	\$303	\$260	\$286	\$245	\$270
Full Color	\$360	\$396	\$325	\$358	\$307	\$338	\$289	\$318
1/8 Page B&W	\$110	\$121	\$100	\$110	\$ 94	\$103	\$ 89	\$ 98
Black + Spot Color	\$195	\$215	\$175	\$193	\$167	\$184	\$157	\$173
Full Color	\$250	\$275	\$225	\$248	\$214	\$235	\$200	\$220

Editorial Departments in **NORTH TEXAS** *Dance!*

Performance Calendar **FREE**

(Photos \$40 each; pre-paid photos \$30 each)

- All members receive a free, expanded listing in the calendar (full description of your event, including detailed description, ticket prices and a link to your website).
- Non-members receive a date, title and a link to their website for more information on events.
- Photographs must be high resolution - 300 dpi minimum.
- To submit your information: go to www.thedancecouncil.org, click on Information Submissions.
- Events will also be listed on the DCNT website.

What's Up With Dance **FREE**

- Dance news impacting North Texas.
- To submit your information: go to www.thedancecouncil.org, click on Information Submissions.

The Low Down **FREE**

(Photos \$40 each; pre-paid photos \$30 each)

- Non-performance information (auditions and social dances) and link, listed by type of event.
- To submit your information: go to www.thedancecouncil.org, click on Information Submissions.

Master Classes/Workshops/Intensives **\$50 MEMBERS; \$75 NON-MEMBERS**

(Photos \$40 each; pre-paid photos \$30 each)

- Advertise your Spring, Summer, Fall or Winter Intensives
- Listing includes a maximum of 15 lines. **Each additional line is \$5.**
- Contact us at advertising@thedancecouncil.org or 214.219.2290
- Classes will also be listed on the DCNT website.

Dance Directory **\$150 FOR FOUR (4) ISSUES / \$200 NON-MEMBERS**

- Listing for dancewear stores, schools, colleges, regional companies, studios, teachers and dancers.
- Listings are grouped by city.
- Each listing is a maximum of seven (7) lines (approx. 35 characters per line). **Each additional line is \$5.**
- Contact us at advertising@thedancecouncil.org or 214.219.2290

PRINT MEDIA - Special Event Programs

Reaching Diverse Audiences at Dance Council Events

Dance Planet

Souvenir Program 7.25" wide x 10" high
(Use your *Dance! North Texas* ads!)

- Distributed at our FREE community dance festival
- Average attendance: 3,000+ people attending 27 master classes and 80 showcase performances
- Demographics: 30% African American, 28% Caucasian, 27% Latino, 13% Asian, 2% other; 40% 19 and under, 30% ages 20-39; 30% age 40 and up

DANCE PLANET AD RATES			
Ad Size	Member Price	Non-Member Price	Ad Dimensions
Back Cover	\$500	\$550	7.25" W x 10" H
Inside Front Cvr	\$425	\$468	7.25" W x 10" H
Inside Back Cvr	\$425	\$468	7.25" W x 10" H
Full Page	\$375	\$413	7.25" W x 10" H
1/2 Page V	\$200	\$220	3.625" W x 10" H
1/2 Page H	\$200	\$220	7.25" W x 4.687" H
1/4 Page	\$115	\$127	3.5" W x 4.687" H
1/8 Page	\$ 75	\$ 83	3.5" W x 2.25" H

National Tap Dance Celebration

Souvenir Program 5.5" wide x 8.5" high

- FREE five day community dance event for families
- Distribution: 2,000
- Demographics: 70 % Caucasian, 15% African American, 8% Latino, 5% Asian, 2% other; 30% 19 and under, 30% ages 20-39; 40% age 40 and up

Mechanical Specifications (all ads):

- Full color CMYK format
- Ads must be received as accurately sized 300 dpi files in pdf or jpeg file format.
- Production fee for DCNT to create your ad: \$50 members, \$75 non-members

Taste Dance! Addison Style

Souvenir Program 5.5" wide x 8.5" high

- FREE community dance event for families presented by DCNT and the Town of Addison
- Distribution: 300
- Demographics: 28% African American, 30% Caucasian, 27% Latino, 9% Asian, 6% other; 40% 19 and under, 30% ages 20-39; 30% age 40 and up

OTHER EVENT PROGRAMS			
Ad Size	Member Price	Non-Member Price	Ad Dimensions
Back Cover	\$225	\$248	4.75" W x 7.75" H
Inside Front Cvr	\$190	\$209	4.75" W x 7.75" H
Inside Back Cvr	\$190	\$209	4.75" W x 7.75" H
Full Page	\$175	\$193	4.75" W x 7.75" H
1/2 Page V	\$105	\$116	2.35" W x 7.75" H
1/2 Page H	\$105	\$116	4.75" W x 3.75" H
1/4 Page V	\$ 75	\$ 83	2.35" W x 3.75" H
1/4 Page H	\$ 75	\$ 83	4.75" W x 1.78" H

Dallas DanceFest/DCNT Honors

Souvenir Program 5.5" wide x 8.5" high

- Premier Dance Festival
- Awards Ceremony honoring distinguished dance professionals
- Distribution: 2,000
- Demographics: 43% Caucasian, 25% African American, 25% Latino, 5% Asian, 2% other; 25% 19 and under, 30% ages 20-39; 45% age 40 and up
- A congratulatory ad listed on a recognition page is \$40 (member) and \$50 (non-member). DCNT will provide the copy and layout.

ELECTRONIC MEDIA OPTIONS



Advertise on our website: www.thedancecouncil.org

Banner ads 152 pixels W x 600 pixels H

- **Distribution:** 7,000 hits/month
- **Demographics:** Performers, patrons, students, teachers, professionals and pre-professionals of all ages and all styles of dance both global and local.

Mechanical Specifications:

- Ads must be submitted to size at 150-300 dpi resolution.
- Production fee for DCNT to create your ad: \$50 members, \$75 non-members; A production fee includes two free edits; subsequent changes are \$10 each.
- All digital media purchases must be pre-paid.

Lower Right	(LR)	Top Right	(TR)
1 Week	\$75	1 Week	\$100
2 Weeks	\$150	2 Weeks	\$200
1 Month	\$250	1 Month	\$300
2 Months	\$425	2 Months	\$500



Find a “Nutcracker”

Pre-payment for members only \$75 through the end of the season; pre-payment for non-members \$100

- Selling from September through November. Ads run from October through December.
- *Find a “Nutcracker”* posts an ad on the DCNT website and in CenterStage that links to your website with performance dates and videos
- Submit venue, dates, times, ticket information and links along with a high resolution (200-300 dpi) image to be posted on the *Find a “Nutcracker”* pages.

ELECTRONIC MEDIA OPTIONS cont.

Email Blasts

FLASH Emails

Fees must be paid prior to deployment.

- Exclusive Ad - No DCNT logo or masthead; no other advertisers or events
- Distribution: 3,000+ people (targeted, opted-in dancers, instructors and dance supporters)
- Standard Flash Email (480 pixels wide x 350 pixels high) \$75 for members, \$100 non-members. Send your artwork or copy and a high resolution photo (200-300 dpi).
- Expanded Flash Email (480 pixels wide x 700 pixels high); \$100 for members and \$125 for non-members. Send your artwork or copy and a high resolution photo (200-300 dpi).
- Rush Flash Emails (those received less than seven calendar days from deployment) may not be able to be accommodated by DCNT. If DCNT is able to accommodate, an additional rush fee of \$50 for members, \$75 for non-members must also be pre-paid prior to deployment.
- If you need design assistance, DCNT will create your ad for an additional \$50 fee for members, \$75 for non-members. A production fee includes two free edits; subsequent changes are \$10 each.

CenterStage

FREE for two weeks for members; \$50 for non-members

Members and non-members add \$50 for two additional weeks

Photos \$40 each; pre-paid \$30

- Weekly current events electronic newsletter
- Distribution: 3,000+ people (targeted, opted-in dancers, instructors and dance supporters)
- Members may list performances for free up to two weeks prior to event until its conclusion. Indefinite listings for auditions, master classes and employment opportunities are hyperlinked back to the DCNT website unless a paid photo (\$30 for two weeks) accompanies the listing.
- Non-members may list performances for \$50 up to two weeks prior to event until its conclusion.
- Non-members may post limited copy (presenter or employer, contact information) regarding auditions and job opportunities for two weeks for FREE as a benefit to the dance community.
- Non-members may place a paid ad (\$30 for two weeks) when seeking employment or posting availability of studio rental.
- Events should be submitted a month prior to the event. DCNT may not be able to accommodate requests that do not meet this deadline.

BUILD YOUR OWN PRINT ADVERTISING PACKAGE

Dance! North Texas Display Ads

Dance! North Texas Listings

Size	1x		2x		3x		4x	
Full Page B&W	\$800	\$880	\$725	\$798	\$680	\$748	\$640	\$704
Black + Spot Color	\$880	\$968	\$800	\$880	\$749	\$824	\$705	\$776
Full Color	\$990	\$1,089	\$900	\$990	\$842	\$926	\$793	\$872
Junior Page B&W	\$660	\$726	\$600	\$660	\$562	\$618	\$529	\$582
Black + Spot Color	\$745	\$820	\$675	\$743	\$634	\$697	\$597	\$657
Full Color	\$855	\$941	\$775	\$853	\$727	\$800	\$685	\$754
1/2 Page (V) B&W	\$425	\$468	\$375	\$413	\$362	\$398	\$340	\$374
Black + Spot Color	\$495	\$545	\$450	\$495	\$422	\$464	\$397	\$437
Full Color (H)	\$580	\$638	\$525	\$578	\$494	\$543	\$465	\$512
1/4 Page (V) B&W	\$220	\$242	\$200	\$220	\$187	\$206	\$177	\$195
Black + Spot Color	\$305	\$336	\$275	\$303	\$260	\$286	\$245	\$270
Full Color (H)	\$360	\$396	\$325	\$358	\$307	\$338	\$289	\$318
1/8 Page (V) B&W	\$110	\$121	\$100	\$110	\$ 94	\$103	\$ 89	\$ 98
Black + Spot Color	\$195	\$215	\$175	\$193	\$167	\$184	\$157	\$173
Full Color (H)	\$250	\$275	\$225	\$248	\$214	\$235	\$200	\$220

Dance Directory –
 \$150 for four (4) issues for members _____
 \$200 for four (4) issues for non-members _____
 Seven (7) lines - \$5 each per additional line
 (determined by office)

Performance Calendar – FREE _____
 Photos \$40 each; \$30 each if paid in advance

The Low Down – FREE _____
 Photos \$40 each; \$30 each if paid in advance

What's Up With Dance – FREE _____
 Photos \$40 each; \$30 each if paid in advance

Master Classes/Workshops/Intensives _____
 \$50 for members x number of events
 \$75 for non-members x number of events
 15 lines - \$5 each per additional line
 (determined by office)
 Includes online listing

Display Ad Production: \$50 production charge for members; \$75 for non-members

Subtotal #1: _____

Subtotal #2: _____

Special Event Programs

Print Package Summary

Size	Dance Planet	Event Program Booklets	
Back Cover	\$500 \$550	\$225	\$248
Inside Front Cvr	\$425 \$468	\$190	\$209
Inside Back Cvr	\$425 \$468	\$190	\$209
Full Page	\$375 \$413	\$175	\$193
1/2 Page H	\$200 \$220	\$105	\$116
1/2 Page V	\$200 \$220	\$105	\$116
1/4 Page H	\$115 \$127	\$ 75	\$ 83
1/4 Page V	\$115 \$127	\$ 75	\$ 83
1/8 Page	\$ 75 \$ 83	N/A	N/A

Subtotal #1: \$ _____

Subtotal #2: \$ _____

Subtotal #3: \$ _____

Print Total: \$ _____

Display Ad Production: \$50 production charge for members; \$75 for non-members

Subtotal #3: _____

Print & Web Total: \$ _____

Contact Name: _____ Organization (if applicable): _____ Date: _____

Billing Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Payment: Check Enclosed Visa MasterCard Discover American Express Invoice

Card No.: _____ Expiration: _____ CVV#: _____

Name on Card: _____ Credit Card Signature: _____

Contract Signature: _____

WEB MEDIA PACKAGE CONTRACT

Website

Position/Buy	Rate	Write in Dates to run
Top Right Corner		
One (1) Week	\$100	_____ - _____
Two (2) Weeks	\$200	_____ - _____
One (1) Month	\$300	_____ - _____
Two (2) Months	\$500	_____ - _____
Lower Right Side		
One (1) Week	\$ 75	_____ - _____
Two (2) Weeks	\$150	_____ - _____
One (1) Month	\$250	_____ - _____
Two (2) Months	\$425	_____ - _____
Master Classes/Workshops/Intensives:		_____ - _____
\$40 members/\$50 non-members (for listings too late for <i>Dance! NT</i> or online only listings)		
Ad Production: \$50 members(\$75 non-members)		

Email Blasts

FLASH:	\$75/\$100 members	_____
	\$100/\$125 non-members	_____
Rush Fee:	\$50 members; \$75 non-members	_____
Ad Production:	\$50 members	_____
	\$75 non-members	_____
CenterStage:	FREE two weeks for members	_____
	\$50/2 addtl. weeks or	_____
	non-members; photos \$40 ea.	_____
	pre-paid photos \$30 ea.	_____
	Seeking employment FREE	_____
	for members; \$30/2 weeks for	_____
	non-members	_____

Subtotal #1: _____

Subtotal #2: _____

Find a "Nutcracker"

\$75 for DCNT members; \$100 for non-members

Subtotal #3: _____

Subtotal #1: \$ _____

Subtotal #2: \$ _____

Subtotal #3: \$ _____

Digital Total: \$ _____

Print & Web Total: \$ _____

Contact Name: _____ Organization (if applicable): _____ Date: _____

Billing Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Payment: Check Enclosed Visa MasterCard Discover American Express Invoice

Card No.: _____ Expiration: _____ CVV#: _____

Name on Card: _____ Credit Card Signature: _____

Contract Signature: _____