

**2014 Recital Program Ad Sales!!!**

**We are very excited about this year’s Ad Sale for our 2014 Recital Program!**

We want to make it as easy as possible for everyone so that you will be able to enjoy sending a special message to your dancer in our beautiful Recital Program. Last year was our first year with our new program style and it turned out fantastic!! We are sending home a copy of last year’s program so you can see the sizes of the various ads and get ideas for your dancer’s ad. Every dancer is going to want to be recognized for their accomplishments whether it is their 1st year or 15th year.

***“I’ve never sold Ads before. How do I do it?”***

**You may be telling yourself, “I can’t do that!”, “That’s too much work!”, “No business is going to pay me that money!” Here are some tips to help you:**

-Go to a couple businesses and try to sell business card size ads.

-Talk to your family and have them sign their names and good wishes to your dancer. Just take a piece of paper around and get their signatures. Get 9 family members to pay $5 and you have a ¼ page Ad, get 15 members to pay $5 and you have a half page Ad, and so on! It really makes a child feel special to know their family cares about them.

-Get groups together to cut cost—you may have a group of 2 or more for the ad! Special friends, dancing cousins, or even competition teams could be a great way to express feelings!

-Be creative with it! Don’t feel like you have to go to a business and sell them a full page ad. Combine a few, get some family and friends involved.

**Some ideas of who to sell to:**

Family, Friends, Restaurants, Insurance Agencies, Colleges, Jewelry Stores, Car salesmen, Television Stations, Flower Shops, Health Clubs, Radio Stations, Banks, Construction Companies, (ask anyone!)

**The pricing is as follows:**

**\*\*Business Card** (2” X 3.5”) **Businesses ONLY- $25.00 (**please do not fold, staple, write on, or bend the card)

**\*\*Eighth page - $30.00** (with picture-HEAD SHOT ONLY) You may add **3** lines of text (approx. 60 characters total) to this size page. Excessive text may be edited.

**\*\*Quarter page- $45.00** (with picture) You may add limited text to this size page. Excessive text may be edited.

**\*\*Half page- $75.00** (with picture) You may add text to this page.

**\*\*Full page- $110.00** (with picture) You may add text to this page.

**Important Information about Dance Pictures:**

**If you would like to have a picture in your ad, you will need to submit a hard copy of the picture when you turn in your Ad. Please put your name and class time on the back of the picture.**

\*Checks should be made payable to DANCE WORLD

\*Make sure you give out receipts to those who purchase ads for your child

\*Remember the deadline. The final deadline is **Wednesday April, 23rd.**



**We are selling Ads for the 2014 Dance Recital Program**

**to be held at The Township Auditorium Saturday, May 10th, 2014.**

Our program will be an 8 ½ by 11 book. It will be distributed to approximately 2,500 people and then on display at Dance World for several months.

**Ads will be sold as follows:**

**Business Card** (2” X 3.5”) **Businesses ONLY- $25.00 (**please do not fold, staple, write on, or bend the card)

**Eighth page - $30.00** (with picture-HEAD SHOT ONLY – see sample) You may add **3** lines of text (approx. 60 characters total) to this size page. Excessive text may be edited.

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**Half page- $75.00** (with picture) You may add text to this page.

**Full page- $110.00** (with picture) You may add text to this page.

**PLEASE PRINT CLEARLY THE INFORMATION YOU WANT PRINTED ON YOUR**

**AD BELOW FOR EACH BUSINESS SPONSOR OR AD TO BE PRINTED. YOU MAY MAKE ADDITIONAL COPIES OR GET MORE OF THESE SHEETS FROM MR. JIM.**

**NAME OF DANCER\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**SIZE OF AD \_\_\_\_\_\_\_\_\_\_\_\_ AMOUNT PAID \_\_\_\_\_\_\_\_\_\_ METHOD OF PAYMENT\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**NAME OF BUSINESS \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**TEXT FOR AD – PRINT CLEARLY\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**YES, \_\_\_\_\_\_\_I am submitting a dance/other picture.**

GIVE EACH BUSINESS SPONSOR THE RECEIPT BELOW WHEN YOU ARE PAID FOR THE AD.

ALL AD MONEY IS DUE NO LATER THAN APRIL 23rd.

**RECEIPT**

**RECEIVED FROM \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**AMOUNT PAID \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ SIZE OF AD \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_METHOD OF PAYMENT\_\_\_\_\_\_\_\_\_\_\_**

**PLEASE MAKE CHECKS PAYABLE TO DANCE WORLD**

**DANCE WORLD THANKS YOU FOR YOUR SUPPORT!!**