



2023 AD PROGRAM

Guarantee your child a spot in our 2023 Revue Book.

"Ad Day" Wednesday, March 15 @ 7pm

Ad Program Guidelines

- All ads must be turned in to the studio in a manila or pocket folder labeled with the student or Family's Name by the specified deadline above. *Note: All ads are printed in B&W / Grayscale.*
- An **"AD BUYER FORM"** (located on our website under Revue Information) must be filled out and turned in with each ad you sell. You are welcome to make as many copies of this form as needed.
- An **"AD SUBMISSION LIST"** (located on our website under Revue Information) must be submitted with your ads. This is an accurate list of all ads sold you sold and the grand total of your ad sales. *It is imperative you turn this sheet in...we use these lists to tally results & determine contest winners.*
- Any student/family that has a total of **\$150** in ad sales will receive **1 FREE QUARTER PAGE SIZE PICTURE** in the front of our Revue Book...*For every Additional \$250 in ad sales, you can earn another FREE Qtr. Size picture up to a maximum of 3 additional Qtr. Size pictures (equivalent to a Full Page).*
- For Best Print Quality...Please submit all ads "print ready" by Email, Jump Drive or CD in **PDF or JPEG format**. **However, we can accept a Word file or Hard copy print out.** Business cards may be submitted hard copy.
- For your reference/convenience...a blank template of each ad sizes will be available to you on our website in PDF format.

➤ **Not Design Savvy?**

- Ad Design Fees: \$10 – Full Page Ad, \$5 for all other sizes (Excluding "Shout Outs")
- Ads will contain Student's Name & any text you wish to provide us...No proofs provided.
- You may request a maximum of 2 Dance pictures or candid photos of your choice on any Full Page Ad & a maximum of 1 Dance picture or photo of your choice on any Half page ad provided there is space. We will not insert dance pictures on any other size.

Not interested in Selling Ads...

Picture in Book Only Price: \$85 Flat Rate includes 1 Qtr. Page Picture...their name will appear underneath.
(You may purchase up to a maximum of 4 Qtr. size slots to complete a full page)

HINT...SELLING ADS TO OTHERS ELIMINATES THE COST OUT OF YOUR POCKET!!

2023 Cover Girl...It's going to be a WILD ride!

2023 Cover Girl Contest

THIS IS A RANKING CONTEST...SELLING THE MINIMUM DOES NOT GUARANTEE THE WIN! WINNERS AND RUNNER-UPS WILL BE DETERMINED BY TOTAL AMOUNT OF ADS SOLD.

*****ANYONE SELLING ENOUGH ADS TO ACHIEVE A FULL PAGE OF PICTURES BUT DOES NOT RANK IN THE TOP 10 CAN HAVE THEIR FULL-PAGE PICTURE CONVERTED TO "COLOR" IN THE BOOK FOR AN ADDITIONAL \$25.**

Cover Girl Winner Package

(Approx. Minimum of \$3000 in ads)

- Featured on the Front Cover of the 2023 Revue Book
- 2 Full Page "Color" Picture spreads in the front interior of Revue Book
- Featured in 2023 "TOP 10" Ad Winners Picture in Revue Book
- Spotlight Page ~ "Meet the Cover Girl" Biography & Photo
- 15 Reserved Seats of your Choice to your Main Revue. (6 Optional Seats to the Additional Revue)
- Featured Dance with Ms. Lindsey following the Opening Number in both Revues (costume not included)
- Announcement, Trophy, Flowers & Gift Presentation on stage during Revue Awards Presentation

1st Runner-Up Winner Package

(Approx. Minimum of \$2000 in ads)

- Featured Color Picture in Back Interior Cover of 2023 Revue Book
- 2 Full Page "Color" Picture spreads in the front interior of the Revue Book
- Featured in 2023 "TOP 10" Ad Winners Color Picture in Revue Book
- 2nd Pick - 12 Reserved Seats of your choice
- Announcement, Trophy & Flower Presentation on stage during Revue Awards Presentation

2nd-5th Runner-Up Winner Package

(Approx. Minimum of \$1200 in ads)

- 1 Full Page "Color" Picture spread on the interior of the 2022 Revue Book
- Featured in 2023 "TOP 10" Ad Winners Color Picture in Revue Book
- 3rd thru 6th Pick - 10 Reserved Seats of your choice
- Announcement, Trophy & Flower Presentation on stage the night of the Recital

6th-10th Runner-Up Winner Package

(Approx. Minimum of \$900 in ads)

- 1 Full Page "Color" Picture spread on the interior of the 2023 Revue Book
- Featured in the 2023 "TOP 10" Ad Winners Color Picture in Recital Book
- 8 Reserved Seats in order of rank in contest
- Announcement, Trophy & Flower Presentation on stage the night of the Recital

Ad Finalists

- Tier 1: Minimum of \$500 in ads - Reserved Floor Seats by rank and Ad Trophy during Awards week!
- Tier 2: Minimum of \$350 in ads - Ad Trophy during Awards week!

NOTE: All Reserved Seats pertain to the Main Revue your child or children are performing.

PICTURE WEEK

March 20-25



Photographer: Kevin Elwell (Creative Images Studio)

We are thrilled, as always, to be working with Creative Images again this year! In addition to taking your child's dance pictures, he will also be offering a wide array of additional items that you can purchase both in person or online. All photos from your sittings & Class Groups will also be made available to you on their website through our Dancers Only photo gallery. He will be accepting Cash, check or Credit Card on site at our studio. We hope our picture process will provide an enjoyable dance picture experience for all.

- You will be sent a schedule containing your class time slot for your individual and group pictures 2 weeks prior to picture week. (Please note that we do our best to have your pictures taken on the day you normally come for class however this is not always possible for all classes...especially older dancers and elective classes.)

NOTE: *Pre-school dancers will be scheduled at the earliest time slots every day followed by the older children.*

- Any student taking a picture will be required to pay the photographer's Sitting Fee that is determined by the photographer. Pricing will be released at a later date, and it will be paid directly to the photographer.
- Order Forms will be available to you when you arrive the day of your picture session. We will also email you a copy prior to picture week if you would like to print yourself and fill out ahead of time.
- **Sitting Fee includes:** 2 poses in 1 costume and you will receive a digital file download of your pictures. You will also have the option purchase prints if desired.

NOTE: *You will pay a separate sitting fee for each costume that you choose to take a picture.*

- **Class Pictures** - All Combo & Elective Classes will take group pictures during your designated time slot...combo classes will only take a class pic in 1 of their 2 costumes.
- **NOTE:** *Combo class group costume is determined by teacher – will be indicated on picture schedule. You do not have to purchase a class picture in order to be in the picture.*

IMPORTANT NOTE:

Please be aware that picture sitting fees have nothing to do with our studio's AD PROGRAM – The Ad Program pertains to the printing of your pictures and ads in our Revue book; it does not include the cost of your sitting fees. You must pay to have pictures taken by our contracted photographer in order for us to print them in the book.