



>> **Canada's**
dance magazine
in print & online

From St. John's, NL, to Victoria, BC ... From Yellowknife, NT, to Windsor, ON ...
we are the source for Canadian dance coverage from coast to coast to coast



According to a recent subscriber survey:

- > 98% of our readers attend live dance events
- > 97% of our readers feel more informed about Canadian dance after reading *The Dance Current*
- > 94% of our readers attend more than 3-6 shows per year

Our readers trust us to deliver the information they need and the context they want.

Our Advertisers Agree!

"Since its inception, *The Dance Current* has been a valuable asset to the Canadian dance community, providing well-written and insightful articles on the Canadian dance scene. Not only has the magazine been extremely useful to our students in their history and theory classes, but we also appreciate the opportunity it affords us to promote our Professional Dance and Teacher Training Program across Canada."

Margaret Flynn, Edmonton AB
Director, Edmonton School of Ballet

"For DanceWorks, a long-term advertiser with *The Dance Current* magazine, the decision is frankly a no-brainer. We are virtually guaranteed to reach our core audience for contemporary dance as well as artists nationwide with the additional advantage that this excellent and user-friendly magazine encourages dance literacy in its readers."

Rosslyn Jacob Edwards, Toronto ON
General Manager, DanceWorks



our readers = your market

>> Dynamic and growing

Our readers are active and engaged members of the arts scene representing a broad cross-section of the market.

- >> establish immediate and lasting relationships with our dedicated readership
- >> be in the eyes and minds of youth, cultural innovators and opinion leaders

According to a recent readership survey:

>> **Over 89% of our readers say: "Yes"** they have been made aware or reminded of a performance, workshop, event, institution or product through an advertisement they saw in *The Dance Current*.

Circulation Information

- core and pass-along readership of 3000 discriminating consumers
- print run of approx. 1600 issues
- national distribution via Magazines Canada
- digital issue available through Zinio
- over 2000 subscribers to our monthly e~current email newsletter directing readers to our print and online content
- more than 1000 Facebook fans and growing
- over 500 followers on Twitter
- continued growth in online and print readership

Reader Demographics

Print subscribers

- 86% are female
- 48% are ages 18-35
- 31% are ages 36-55
- 78% live in major urban areas
- 61% describe their relationship to dance as "Audience Members"
- 69% received or receive dance training at private studios as children or youth
- 57% describe their relationship to dance as "Teacher/Educator"

Online readership (via Facebook page insights)

- 79% are female
- 67% are ages 18-35
- 26% are ages 36-55



multiply your exposure

>> Exposure is the key to consumer response

*At **The Dance Current**, we recognize and value the partnerships we create with our advertisers. Work with us and we'll work with you to create the perfect package that suits your promotional needs, and your budget.*

- **10% off** your first-ever ad purchased
- **HUGE savings** when you book more than one ad on the same contract
- **MAJOR discounts** on ads in our special Summer Annual when you book as part of your full-season contract
- **INCLUSIVE packages** integrating your print and web advertising needs

We also offer a variety of value-added benefits to make your advertising dollar go even further:

- **FREE** Marketplace or Performance listing with any print display ad (value = \$37)
- **FREE** inclusion on our comprehensive links page (value = \$37)
- **FREE** week-of-event "tweet" via *The Dance Current's* national NEWS & EVENTS Twitter feed with any display ad (value = \$37)

Stay top-of-mind with our readers. Take advantage of our special Profile Builder Package (See rate page). Keep your name and image circulating so that when your next event rolls around, you don't have to promote from scratch.

pique interest ~ stimulate curiosity ~ capture attention

terms & contact info



Payment

- > For single issue ad purchase, payment is due in full at the time of invoicing. A deposit may be required at the time of booking.
- > For multiple issue ad purchases, the full payment is due at the time of first invoicing.
- > *The Dance Current* accepts payment by cash, cheque or VISA.

Rebooking Policy

All months and sizes must be confirmed at the time of booking. Once the contract is signed, a requested change to the month of ad placement or size will be subject to a \$40 rebooking fee plus the difference in pricing. This charge is subject to applicable taxes.

Cancellation Policy

If a contracted booking is cancelled before printing, there will be a 15% service charge on the booking. This charge is subject to applicable taxes.

Disclaimer

Please note that if artwork is not submitted in the required format as outlined on the rates page, Dance Media Group and/or *The Dance Current* cannot be held responsible for any inadvertent changes to the material during transfer or as a result of any formatting completed by *The Dance Current*. All dates and times are subject to change without notice.

Liability

Dance Media Group and/or *The Dance Current* are not responsible for damages arising out of errors for which it is responsible in regards to graphics, composition or non-insertion beyond the amount charged for the particular ad in which the error occurred.

Copyright Infringement

If *The Dance Current* is involved in any way with the production and/or the composition of the advertisement for the advertiser, then the advertiser agrees that it will not publish the advertisement in any other publication without the consent of *The Dance Current*. It is the sole responsibility of the client to acquire all required permissions before using copyrighted materials.

Standards

The Dance Current reserves the right to refuse any advertisement that might be considered offensive or misleading.

Contact Info

Dance Media Group/Groupe Danse Media
publishers of *The Dance Current* magazine

Case Goods Warehouse, Building #74, Suite #312
55 Mill St.
Toronto, ON M5A 3C4

Phone: 416-588-0850 or 1-800-891-7019

rates, sizes, specs



RATES*(PER AD)	1x	2-3x	4x plus
PRINT			
Back Cover 4-colour	\$799	\$735	n/a
Inside Covers 4-colour	\$752	\$677	n/a
Full Page b/w	\$518	\$469	\$421
1/2 Page b/w	\$325	\$298	\$267
1/3 Page b/w	\$265	\$238	\$217
1/6 Page b/w	\$171	\$155	\$136
Small Square	\$92	\$80	\$70
Marketplace or Performance Listing	\$37		
WEB -destinationdancedance.ca			
- Vertical Banner	\$168	\$159	\$150
- Square Banner	\$90	\$83	\$79
e-current Banners			
- Horizontal Banner	\$361		
- Vertical Banner	\$185		
Print & Web Bundle	\$475		

(subject to change)

*All rates are net of taxes and agency commission

DIMENSIONS (WXH)	square	vertical	horizontal
PRINT			
Full, Back & Inside Covers	n/a	*8.125" x 10.875" + bleed	n/a
1/2 Page b/w	n/a	n/a	7.5" x 4.875"
1/3 Page b/w	4.875" x 4.875"	2.375" x 10"	7.5 x 3.125"
1/6 Page b/w	n/a	2.375" x 4.875"	n/a
Small Square	2.375" x 2.375"	n/a	n/a
Marketplace or Performance Listing	60 word max. including heading as per template		n/a
WEB -destinationdancedance.ca			
- Vertical Banner	n/a	120 px x 240 px	n/a
- Square Banner	125 px x 125 px	n/a	n/a
e-current Banners			
- Horizontal Banner	n/a	n/a	580 px x 90 px
- Vertical Banner	n/a	120 px x 240 px	n/a

*Please include a .125" bleed on all sides of your ad – final size 8.25" x 11"

File formats for print artwork

Preferred digital file format is PDF/X1a. No application files such as QuarkXPress documents will be accepted. All digital files must conform to SWOP specifications. One ad per file only. Files must be composite (all colors on one page). Scanned images must be high-resolution (300 dpi), CMYK (no spot colors, RGB, LAB, or ICC color profiles) and saved in TIFF or EPS format. All fonts must be included and be Type 1 or 3 (no TrueType). Ad orientation: right reading, portrait mode (no rotations), 100% (actual size). Standard trim and bleed marks must be included in all separations. All trapping and overprints must be included in file. *The Dance Current* prints at 133 lpi (lines per inch).

File formats for web artwork

Preferred digital file format is JPG at 72 dpi. File size approximately 30K.

PROFILE BUILDER PACKAGE

Purchase 6 of any size display ad on the same contract and get an additional vertical web banner in the month of your choice for half price.

THANK-YOU BENEFIT

For every new client you refer to us, we will give you 10% off your next ad purchase

CELEBRATE INTERNATIONAL DANCE DAY

With a \$37 logo on our IDD page!
Book an ad in our Mar/April print issue and place a logo for HALF PRICE!

BE PART OF OUR SUMMER SCHOOL DIRECTORY

Mar/April print ads and May/June † print ads for summer intensives receive an enhanced marketplace listing in our Mar/Apr issue
Summer School Directory

† Must be booked by Mar/Apr deadline



★ QUICK TIP *The Dance Current* is read across Canada and abroad! Don't forget to add the city, province or area code for your event or organization.

DEADLINES 2011/2012

Please note Ad Bookings and Artwork deadlines are at 12 noon on *Fridays*.

ISSUE	PRINT ADS			
2011	Bookings	Artwork	Subscriptions Posted	Street Date
Sept./Oct.	Jul. 15	Jul. 22	Aug. 16	Sept. 1
Nov./Dec.	Sept. 16	Sept. 23	Oct. 18	Nov. 2
Jan./Feb.	Nov. 11	Nov. 18	Dec. 13	Jan. 4
2012	Bookings	Artwork	Subscriptions Posted	Street Date
Mar./Apr.	Jan. 13	Jan. 20	Feb. 14	Mar. 7
May/Jun.	Mar. 16	Mar. 23	Apr. 17	May 7
Jul./Aug.	May 18	May 25	Jun. 19	Jul. 4

DATE	WEB ADS		
2011	Bookings	Artwork	Posted
Sept.	Aug. 19	Aug. 26	Sept. 2
Oct.	Sept. 16	Sept. 23	Oct. 7
Nov.	Oct. 21	Oct. 28	Nov. 4
Dec.	Nov. 18	Nov. 25	Dec. 2
Jan.	Dec. 9	Dec. 16	Jan. 6
2012	Bookings	Artwork	Posted
Feb.	Jan. 20	Jan. 27	Feb. 3
Mar.	Feb. 17	Feb. 24	Mar. 2
Apr.	Mar. 23	Mar. 30	Apr. 6
May	Apr. 20	Apr. 27	May 4
Jun.	May 18	May 25	Jun. 1
Jul.	Jun. 22	Jun. 29	Jul. 6
Aug.	Jul. 20	Jul. 27	Aug. 3

Rates and dates subject to change.

Please call or email to confirm: 416-588-0850 / 1-800-891-7019

dc.advertising@thedancecurrent.com

PRINT/WEB BUNDLE

Save Over \$100

	Component Cost
1/3 Ad the month of or before your event	\$265
Performance Listing in month of your event	\$37
e-current newsletter banner	\$185
Square Button Banner	\$90
Total Component Cost	\$577

You Pay Only \$475!

*Act now and get an added bonus of
3 weeks of event tweets*

thedancecurrent.com