

# rates, sizes, specs



RATES*(PER AD)	1x	2-3x	4x plus
<b>PRINT</b>			
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
<b>Marketplace or Performance Listing</b>	\$37		
<b>WEB -destinationdancedance.ca</b>			
- Vertical Banner	\$168	\$159	\$150
- Square Banner	\$90	\$83	\$79
<b>e-current Banners</b>			
- Horizontal Banner	\$361		
- Vertical Banner	\$185		
<b>Print &amp; Web Bundle</b>	\$475		

(subject to change)

\*All rates are net of taxes and agency commission

DIMENSIONS (WXH)	square	vertical	horizontal
<b>PRINT</b>			
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
<b>Marketplace or Performance Listing</b>	60 word max. including heading as per template		n/a
<b>WEB -destinationdancedance.ca</b>			
- Vertical Banner	n/a	120 px x 240 px	n/a
- Square Banner	125 px x 125 px	n/a	n/a
<b>e-current Banners</b>			
- 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			
	Bookings	Artwork	Subscriptions Posted	Street Date
<b>2011</b>				
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
<b>2012</b>				
Mar./Apr.	Jan. 13	Jan. 20	Feb. 14	Mar. 7
May/June	Mar. 16	Mar. 23	Apr. 17	May 7
Jul./Aug.	May 18	May 25	Jun. 19	Jul. 4

DATE	WEB ADS		
	Bookings	Artwork	Posted
<b>2011</b>			
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
<b>2012</b>			
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
<b>Total Component Cost</b>	<b>\$577</b>

# You Pay Only \$475!

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

**thedancecurrent.com**