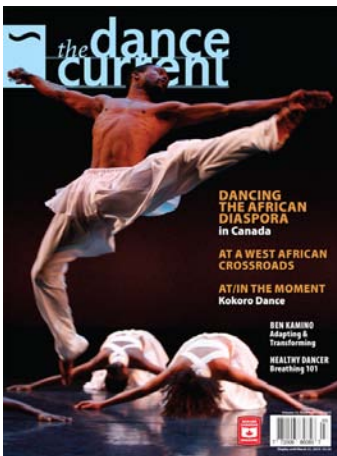


terms & contact info



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 may 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*.

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

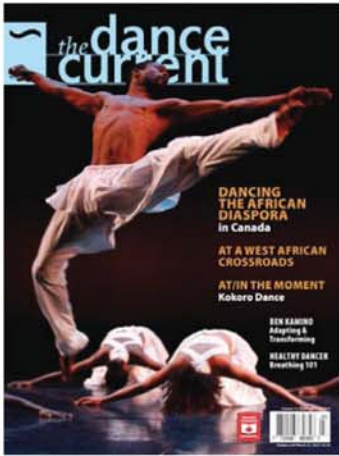
Phone: 416-588-0850 or 1-800-891-7019

DEADLINES 2010/2011

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

ISSUE	PRINT ADS				WEB ADS		
	Bookings	Artwork	Subscriptions Posted	Street Date	Bookings	Artwork	Posted
2010							
Sept.	Jul. 16	Jul. 23	Aug. 20	Sept. 1	Aug. 20	Aug. 27	Sept. 3
Oct.	Aug. 20	Aug. 27	Sept. 17	Oct. 6	Sept. 17	Sept. 24	Oct. 1
Nov.	Sept. 24	Oct. 1	Oct. 22	Nov. 3	Oct. 22	Oct. 29	Nov. 5
Holiday Issue:							
Dec/Jan.	Oct. 22	Oct. 29	Nov. 19	Dec. 1	Nov. 19	Nov. 26	Dec. 3
Jan.					Dec. 10	Dec. 17	Jan. 7
2011							
Feb.	Dec. 3	Dec. 10	Jan. 21	Feb. 2	Jan. 21	Jan. 28	Feb. 4
Mar.	Jan. 21	Jan. 28	Feb. 18	Mar. 2	Feb. 18	Feb. 25	Mar. 4
Apr.	Feb. 18	Feb. 25	Mar. 18	Mar. 30	Mar. 18	Mar. 25	Apr. 1
May	Mar. 25	Apr. 1	Apr. 21*	May 4	Apr. 21*	Apr. 29	May 6
Summer Annual:							
Jun/Jul/Aug.	Apr. 21*	Apr. 29	May 20	Jun. 1	May 20	May 27	Jun. 3
Jul.					Jun. 3	Jun. 10	Jul. 1
Aug.					Jul. 22	Jul. 29	Aug. 5

Rates and dates subject to change.
 Please call or email to confirm: 416-588-0850 / 1-800-891-7019
 dc.advertising@thedancecurrent.com



rates, sizes, specs

Rates* (per ad)	1 x	2-4 x	5 x plus	Summer Annual**
PRINT				
Back Cover 4-colour	\$799	\$735	n/a	\$1,195
Inside Cover 4-colour	\$752	\$677	n/a	\$1,114
Full Page b/w	\$503	\$455	\$409	\$742
1/2 Page b/w	\$316	\$289	\$259	\$460
1/3 Page b/w	\$265	\$238	\$217	\$393
1/6 Page b/w	\$166	\$150	\$132	\$249
Small Square	\$89	\$78	\$68	\$140
Marketplace or Performance Listing	\$36	\$34	\$31	\$49
WEB destinationdancedanse.ca				
Vertical Banner	\$163	\$154	\$146	n/a
Square Button	\$87	\$81	\$77	n/a

(subject to change)

*All rates are net of taxes and agency commission

**Expanded distribution & circulation for 3 months

Dimensions (w x h)	square	vertical	horizontal
PRINT			
Full, Back & Inside Covers	n/a	8.125" x 10.875" *+ bleed	n/a
1/2 Page	n/a	n/a	7.5" x 4.875"
1/3 Page	4.875" x 4.875"	2.375" x 10"	7.5" x 3.125"
1/6 Page	n/a	2.375" x 4.875"	n/a
Small Square	2.375" x 2.375"	n/a	n/a
Marketplace Performance Listing	60 word max. including heading as per template		n/a
WEB destinationdancedanse.ca			
Vertical Banner	n/a	120px x 240px	n/a
Square Button	125px x 125 px	n/a	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 8 of any size display ad on the same contract and get the equivalent size ad in the Summer Annual for the 5 x plus rate

CELEBRATE INTERNATIONAL DANCE DAY

With a \$36 logo on our IDD page! Book an ad in our April print issue and place a logo for HALF PRICE!

BE PART OF OUR SUMMER SCHOOL DIRECTORY

April print/web ads & May print ads for summer intensives receive an enhanced marketplace listing in our May issue
Summer School Directory



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.