

Leading Canada's Dance Conversation

est. 1998



The Dance Current provides unique and unparalleled coverage of Canada's dance community. Inclusive of all dance genres, *The Dance Current* takes the reader inside the art and culture of dance through our print publication, online content and e~current email newsletter.

OUR REACH

The Dance Current

6 Print issues / year
National distribution through Magazines Canada
Digital edition available through Kobo
Core & Pass along readership of over 3500

thedancecurrent.com

Daily online content
7197 Monthly Unique Visitors *
11742 Monthly Page Views *
Run of Site Advertising

e~current

Monthly distribution 2093 verified subscribers+
Open rate well above industry standard at 35%*

@thedancecurrent



3285+



2774+



960+

OUR READERS

87% identify as female

86% are 25yrs+

88% are college/university graduates

47% attend 3-6 dance performances / year

31% attend 3-6 dance performances / month!

Other interests:

80-90% also attend movie screenings, festivals, live theatre, live music, attend museums & exhibits

Our readers describe us as



Feel more informed about
dance in Canada
after reading *The Dance Current*

Informative

Thoughtful

Engaging

THE DANCE CURRENT

COVER / FULL PAGE

8.125" x 10.875"

(PLUS .125" BLEED)

FINAL SIZE 8.25" X 11"

1/2 PAGE

7.5" x 4.875"

For shape and orientation reference. Not to scale.

1/3 PAGE

7.5" x 3.125"

1/6 PG

2.375"
x
4.875"

1/12 PG

2.375"
x
2.375"

1/3 PG

2.375"
x
10"

VERTICAL

1/3 PAGE

4.875" x 4.875"
SQUARE



Leave a lasting impression!

92% of our readers keep or pass along their copy of *The Dance Current*.

The more you book, the more you save!

RATES	1x	2-3x	4-6x
Back Cover colour	\$850	\$810	N/A
Inside Cover colour	\$795	\$755	N/A
Full Page colour	\$725	\$690	N/A
1/2 Page colour	\$480	\$455	\$420
1/3 Page colour	\$365	\$345	\$320
Full Page b/w	\$560	\$530	\$490
1/2 Page b/w	\$370	\$350	\$325
1/3 Page b/w	\$280	\$265	\$245
1/6 Page b/w	\$185	\$175	\$160

Rates do not include GST/HST. International clients are exempt from tax. Agencies please add 15%.



more readers will remember colour advertising++

PRINT DEADLINES

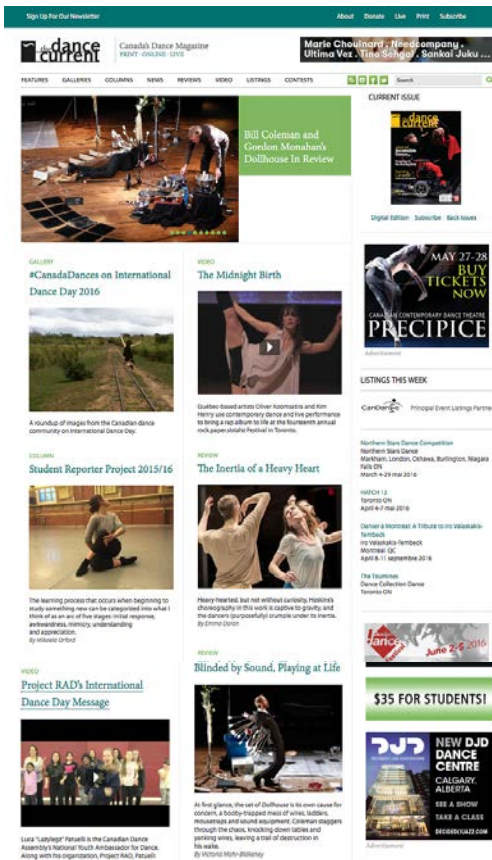
ISSUE	BOOKINGS	ARTWORK	STREET DATE
Mar/Apr'17	Dec 20	Dec 25	Mar 1
May/June'17	Feb 20	Feb 25	May 3
Jul/Aug'17	Apr 20	Apr 25	Jul 5

Deadlines falling on weekends/holidays are extended through to the next business day.

Get Listed!

- ★ NEW! Audition Directory (Nov/Dec'16)
- Summer Dance Directory (Mar/Apr'17)
- Competition Directory (July/Aug'17)

1 text listing included with purchase of any ad prior to issue booking deadline. \$70 for stand-alone text listing.



Leaderboard 468 x 60 pixels
May also require second graphic at 300 x 50 pixels for mobile responsiveness

Medium Rectangle Above Fold 300 x 250 pixels

Small Rectangle 300 x 100 pixels

Medium Rectangle Below Fold 300 x 250 pixels

For shape and orientation reference. Not to scale.

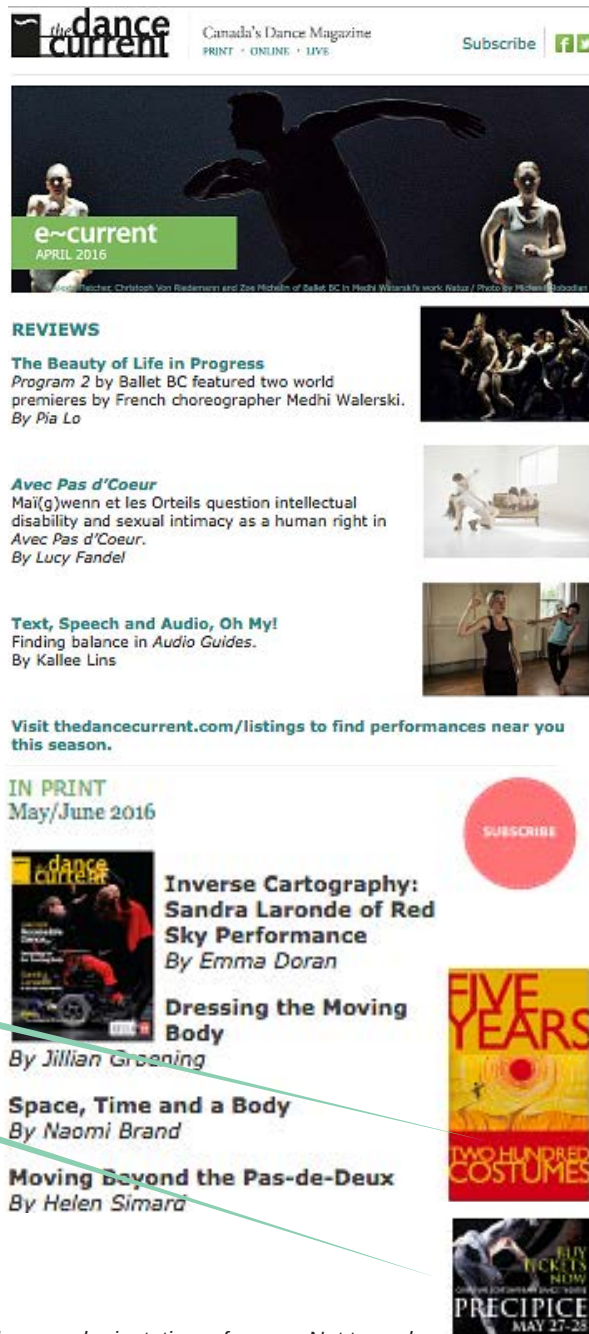
DATE	WEBSITE/E-CURRENT ADS		
MONTH	BOOKINGS	ARTWORK	POSTED
July	Jun 20	Jun 25	July 1
Aug	July 20	July 25	Aug 1
Sept	Aug 20	Aug 25	Sept 1
Oct	Sept 20	Sept 25	Oct 1
Nov	Oct 20	Oct 25	Nov 1
Dec	Nov 20	Nov 25	Dec 1
Jan	Dec 20	Dec 25	Jan 1
Feb	Jan 20	Jan 25	Feb 1
Mar	Feb 20	Feb 25	Mar 1
Apr	Mar 20	Mar 25	Apr 1
May	Apr 20	Apr 25	May 1

Tall Banner 180 x 300 pixels

Box Banner 180 x 150 pixels

YES!
Animated gif files are accepted

For shape and orientation reference. Not to scale.



e~current is sent on the first Wednesday of the month

Ads are linked to url of your specification

Ask us about our contest opportunities!

RATES	2wk	1x	2-4x	5-9x	10-12x
thedancecurrent.com					
Leaderboard	\$255	\$435	\$425	\$405	\$385
Medium Rectangle (above fold)	\$185	\$315	\$305	\$290	\$275
Small Rectangle	\$130	\$220	\$210	\$200	\$190
Medium Rectangle (below fold)	\$155	\$265	\$260	\$245	\$235
e~current (monthly newsletter)		1 x	2-4x	5-9x	10-12x
E-Current Tall Banner (top spot)		\$215	\$210	\$200	\$190
E-Current Tall Banner		\$195	\$190	\$180	\$170
E-Current Box Banner		\$95	\$90	\$85	\$80

Rates do not include GST/HST. International clients are exempt from tax. Agencies please add 15%.

SAMPLE CAMPAIGNS

Maximize your message!
Cross-platform packages to meet your budget.

Under \$250

thedancecurrent.com

Small Rectangle (2wk)

e~current

Box Banner

\$245



say they are more inclined
to buy if ads appear
on both print and digital **

Under \$500

The Dance Current

1/3 Page colour

e~current

Box Banner

\$435

OR **thedancecurrent.com**

Medium Rectangle (above fold)

e~current

Tall Banner

\$495

Under \$750

The Dance Current

1/3 Page colour

thedancecurrent.com

Medium Rectangle (above fold)

e~current

Box Banner

\$740

Under \$1000

The Dance Current

1/2 Page colour

thedancecurrent.com

Leaderboard

e~current

Box Banner

\$980

Rates do not include GST/HST.

International clients are exempt from tax.

Agencies please add 15%.

We will help you build the campaign you envision.

Contact us today:

Sarah Lochhead – Assistant Director

sarah.lochhead@thedancecurrent.com

416-588-0850 | 1-800-891-7019

The Details

Payment

Payment is due upon receipt of first invoice. A deposit may be required at time of booking. *The Dance Current* accepts payment by cash, cheque, Visa, MasterCard and PayPal.

Rebooking

All details must be confirmed at time of booking. Any change requested thereafter will be subject to a rebooking fee in addition to any pricing differential. Any and all rebooking fees are subject to applicable taxes.

Cancellation

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

File Format –

The Dance Current

Preferred Digital File Format is PDF/X1a.

No application files (Quark, etc) will be accepted.

All digital files must conform to SWOP specifications. Scanned images must be high resolution (300 dpi), CMYK (no spot colours, RGB < LAB or ICC profiles) and saved as TIDD or EPS format.

All fonts must be included and be Type 1, 3 or OpenType (no True Type).

The Dance Current prints at 133 LPI (lines per inch).

File Format –

thedancecurrent.com & e~current

Preferred file formats are JPG, GIF and PNG at 72 dpi.

Animated GIFs accepted and should be set to loop forever. All digital ads link to an active web address provided by the advertiser.

Improper Format

If artwork is not submitted in the required formats (as outlined in this document) *The Dance Current* is 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 advertisement in which the error occurred.

Copyright

It is the sole responsibility of the client to acquire all required permissions before using copyrighted material. *The Dance Current* is involved in any way in 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 consent from *The Dance Current*.

Standards

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