

## Leading Canada's Dance Conversation

est. 1998



*The Dance Current* provides unique and unparalleled coverage of the Canadian dance scene. 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 stories about performers, choreographers, teachers, presenters, and curators inspire and motivate. Articles on health, conditioning and production help our readers stay on trend.

### Impact

#### The Dance Current Magazine

- 6 print issues/year
- National distribution through Magazines Canada
- Core & Pass along readership of over 3,500+
- Digital editions available

#### thedancecurrent.com

- Daily online content
- 7,953+ Monthly Unique Visitors\*
- 15,099+ Monthly Pageviews\*

#### e~current

- Monthly distribution
- 2138+ verified subscribers
- Open rate well above industry standard at 42%\*

#### Social Media

@thedancecurrent



3041+



1484+



3577+

TOTAL READER  
FOOTPRINT OF

OVER  
25,000

### Consumer Profile

71%  
have  
undergraduate  
or graduate  
degrees



87% identify as  
FEMALE

86%  
are 25yrs+

85% regularly attend movie screenings,  
festivals, live theatre, live music,  
museums & exhibits



47% attend 3-6  
dance  
performances  
per year

31% attend 3-6 dance  
performances  
per month

95.5%

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

Our readers  
describe us as

THOUGHTFUL  
ENGAGING  
INFORMATIVE

# The Dance Current Magazine

Have a lasting impact!



92% of our readers keep or pass along their copy of *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"



45% more readers will remember colour advertising++

The more you book, the more you save!

For shape and orientation reference. Not to scale.

## RATES/AD

## SINGLE

## 2+

## 4+

Back Cover Colour	\$850	\$810	N/A
Inside Cover Colour	\$795	\$755	N/A
Full Page Colour	\$725	\$690	\$640
1/2 Page Colour	\$480	\$455	\$420
1/3 Page Colour	\$365	\$345	\$320
1/6 Page Colour	\$240	\$230	\$210
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%.

## PRINT DEADLINES

ISSUE	BOOKINGS	ARTWORK	STREET DATE
Sept/Oct '17	June 20	June 25	Sept 6
Nov/Dec '17	Aug 20	Aug 25	Nov 1
Jan/Feb '18	Oct 20	Oct 25	Jan 3
Mar/Apr '18	Dec 20	Dec 25	Mar 7
★ May/June '18	Feb 20	Feb 25	May 2
July/Aug '18	Apr 20	Apr 25	July 4

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

★ Be part of our  
**20th Anniversary Issue**

As part of our commitment to diversity and inclusion groups/artists who self-identify or whose mandate serves culturally diverse or deaf and disability arts may book colour ads for the black and white rates.

# Get Listed

## Audition Directory

November/December

Great timing for post-secondary institutions, professional training programs, audition based summer programs and company/project auditions.

## Summer Dance Directory

March/April

Promote your summer training and professional development opportunities, workshops and classes.

## Competition Directory

July/August

List your season competition dates and registration deadlines during a peak time for studio season planning.

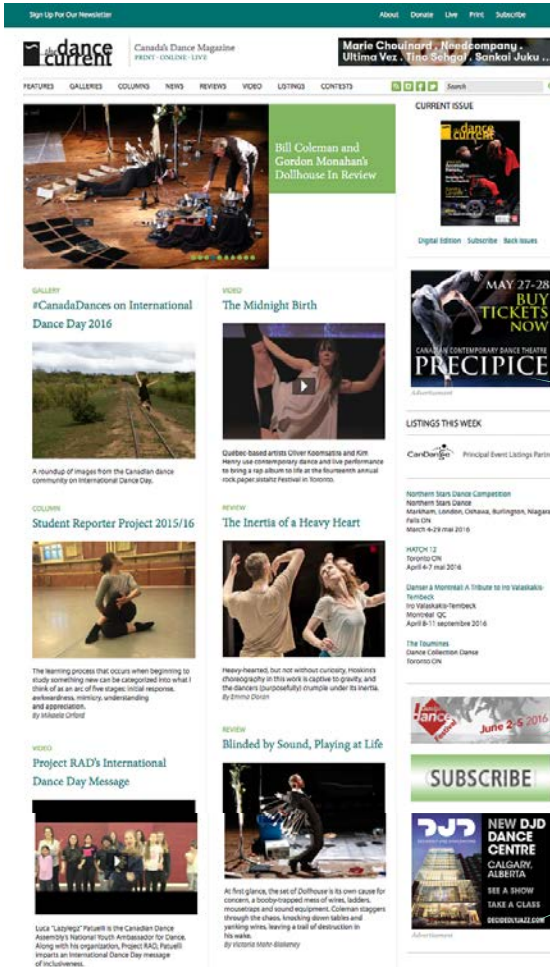
**One text listing is included with the purchase of any ad prior to the issue booking deadline. Book a stand-alone text listing for \$70**



# May/June 2018

**Celebrate with us!  
Be part of our 20th Anniversary Issue**

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



**Leaderboard 468 x 60 pixels**

A second graphic at 300 x 50 pixels is required for mobile responsiveness

Ads are linked to the url of your choice

**Medium Rectangle Above Fold 300 x 250 pixels**

YES! Animated gif files are accepted

**Small Rectangle 300 x 100 pixels**

**Medium Rectangle Below Fold 300 x 250 pixels**

See contest opportunities on the next page

For shape and orientation reference. Not to scale.

The more you book, the more you save!

RATES/AD	2weeks	1month	2+	5+	10+
Leaderboard	\$225	\$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

**Want longer exposure? We can prorate pricing to fit your needs.**

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

See advertisement deadline dates for thedancecurrent.com on the following page!

## THEDANCECURRENT.COM DEADLINES

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
Jun	May 20	May 25	Jun 1

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

### Contests Put your product or event tickets in the hands of avid dance lovers!



★ Booking deadlines same as above

#### What you receive:

- Stand-alone contest page active for 1 month
- Contest page promotion on our home page
- Collaborative input into the contest entry questions
- Minimum 4 social media posts during the duration of the contest (platform at the discretion of *The Dance Current*)
- Contest content block in e~current in the month of the contest

#### What to Submit:

- Suggested Contest Title
- Three high resolution images or graphics with corresponding photo credits
- Appropriate social media handles to tag in promoting the contest
- A short paragraph describing your organization and the contest prize (subject to editing for style and clarity)
- Confirmed retail value of the prize pack for inclusion in the Rules and Regulations

*Two-week contest options available upon request.*



REVIEWS

**The Beauty of Life in Progress**  
Program 2 by Ballet BC featured two world premieres by French choreographer Medhi Walerski.  
By Pia Lo



**Avec Pas d'Coeur**  
Mal(g)wenn et les Orteils question intellectual disability and sexual intimacy as a human right in *Avec Pas d'Coeur*.  
By Lucy Fandel



**Text, Speech and Audio, Oh My!**  
Finding balance in *Audio Guides*.  
By Kallee Lins



Visit [thedancecurrent.com/listings](http://thedancecurrent.com/listings) to find performances near you this season.

IN PRINT  
May/June 2016



**Inverse Cartography: Sandra Laronde of Red Sky Performance**  
By Emma Doran

**Dressing the Moving Body**  
By Jillian Groening

**Space, Time and a Body**  
By Naomi Brand

**Moving Beyond the Pas-de-Deux**  
By Helen Simard



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

The more you book, the more you save!



RATES/AD

	1+	2-4+	5-9+	10-12+
Tall Banner (top spot)	\$215	\$210	\$200	\$190
Tall Banner	\$195	\$190	\$180	\$170
Box Banner	\$95	\$90	\$85	\$80

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

Have a message to send mid-month? Ask us about our additional email newsletter opportunities.

Tall Banner 180 x 300 pixels

Box Banner 180 x 150 pixels

Ads are linked to the url of your choice

For shape and orientation reference. Not to scale.

85%

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

E~CURRENT DEADLINES

MONTH	BOOKINGS	ARTWORK	SENT
July	Jun 20	Jun 25	July 5
Aug	July 20	July 25	Aug 2
Sept	Aug 20	Aug 25	Sept 6
Oct	Sept 20	Sept 25	Oct 4
Nov	Oct 20	Oct 25	Nov 1
Dec	Nov 20	Nov 25	Dec 6
Jan	Dec 20	Dec 25	Jan 3
Feb	Jan 20	Jan 25	Feb 7
Mar	Feb 20	Feb 25	Mar 7
Apr	Mar 20	Mar 25	Apr 4
May	Apr 20	Apr 25	May 2
Jun	May 20	May 25	Jun 6

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

+++ Respondents of The Advertising ROI Report, SPM Magazines, 2014

# Sample Campaigns

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

Under \$1000

**The Dance Current**  
1/2 Page colour  
**thedancecurrent.com**  
Leaderboard  
**e~current**  
Box Banner

\$980

Under \$750

**The Dance Current**  
1/3 Page colour  
**thedancecurrent.com**  
Medium Rectangle  
(above fold)  
**e~current**  
Box Banner

\$740

Under \$500

**The Dance Current**  
1/3 Page colour  
**e~current**  
Box Banner

\$435

Under \$500

**thedancecurrent.com**  
Medium Rectangle  
(above fold)  
**e~current**  
Tall Banner

\$495

Under \$250

**thedancecurrent.com**  
Small Rectangle (2wk)  
**e~current**  
Box Banner

\$245

We will help you build the campaign you envision.  
Contact us today:

Sarah Lochhead – Director

[sarah.lochhead@thedancecurrent.com](mailto:sarah.lochhead@thedancecurrent.com)  
416-588-0850 | 1-800-891-7019

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

## 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 --

#### **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.

### 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).

### Copyright

It is the sole responsibility of the client to acquire all required permissions before using copyrighted material. If *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.