

Inclusive of all genres, *The Dance Current* is the only multi-media platform representing the art and culture of dance across Canada. We are especially attentive to equity.

Our stories predominantly reflect our readership of dance artists, choreographers, educators/teachers, audience members, researchers, students, producers/presenters, photographers, academics. Articles on health, training and productions help our readers stay further on trend.

In 2018, readers chose us because we represent diversity across dance in Canada; we contribute to critical conversations; and, we are relevant and current with our content.

*The Dance Current* reader is predominantly female-identified, metropolitan located, university educated and between 25-44 years in age. Our readers regularly purchase tickets to cultural events and attractions and spend, on average, 1-3 hours consuming media across our platforms.

## VISION

We envision a critically informed and interconnected field of artistic practice and an increasingly dance-educated, dance-literate general public that appreciates and engages with the range of expressions in dance art and practice across Canada, valuing dance's cultural impact and contribution to the richness of Canadian life.

## PUBLICATION

*The Dance Current* is published bi-monthly in print and monthly online (web + newsletter) by Dance Media Group / Groupe Danse Média, a registered charitable organization: 85356 1538 RR0001

Our readers describe us as  
thoughtful, engaging and informative

### The Dance Current magazine

- 6 issues/year distributed nationally and internationally
- Core and pass-along readership of 2,600 +
- Digital editions available

### [thedancecurrent.com](http://thedancecurrent.com)

- Daily online content
- 9,000 + Monthly Unique Visitors
- 16,000 + Monthly Page Views

### e-current newsletter

- Monthly Distribution
- 2,600 + verified subscribers
- 36% open rate exceeds the industry standard

### social media

- Weekly content
- 10,875 + followers



Published 6 times a year,  
*The Dance Current* magazine  
 circulates unparalleled coverage on  
 dance across Canada.



# PRINT

92% of our readers keep or pass along their print copy of *The Dance Current*, which includes artist profiles, interviews, feature articles, opinions and critical commentary from people in the profession, plus event highlights to keep readers informed about upcoming performances.

From an equity group? Or an organization serving equity group(s)? Receive print colour ads for B+W rates. Rates do not include GST/HST. International clients are exempt from tax. Agencies, please add 15%.

**COVER/ FULL PAGE**  
8.125" x 10.875"  
**(PLUS 0.125" BLEED)**

**FINAL SIZE 8.5" 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"  
**HORIZONTAL**

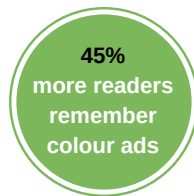
**1/6 PG**  
2.375" x 4.875"

**1/12 PG**  
2.375" x 2.375"

**1/3 PG**  
2.375" x 10"

**1/3 PAGE**  
4.875" x 4.875"  
**SQUARE**

**VERTICAL**



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<b>Back Cover</b>	<b>850</b>
<b>Inside Cover</b>	<b>795</b>
<b>Full Page</b>	<b>725</b>
<b>1/2 Page</b>	<b>480</b>
<b>1/3 Page</b>	<b>365</b>
<b>1/6 Page</b>	<b>240</b>
<b>1/12 Page</b>	<b>165</b>
<b>Full Page BW</b>	<b>560</b>
<b>1/2 Page BW</b>	<b>370</b>
<b>1/3 Page BW</b>	<b>280</b>
<b>1/6 Page BW</b>	<b>185</b>
<b>1/12 Page BW</b>	<b>110</b>

**1  
issue**

Loyalty (frequency) discounts:  
The more ads you book in a year,  
the more you save!

**2+  
issues**                      **4+  
issues**

<b>810</b>	<b>n/a</b>
<b>755</b>	<b>n/a</b>
<b>690</b>	<b>640</b>
<b>455</b>	<b>420</b>
<b>345</b>	<b>320</b>
<b>230</b>	<b>210</b>
<b>140</b>	<b>120</b>
<b>530</b>	<b>490</b>
<b>350</b>	<b>325</b>
<b>265</b>	<b>245</b>
<b>175</b>	<b>160</b>
<b>105</b>	<b>100</b>

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**ISSUE**

Sept/Oct '19  
Nov/Dec '19  
Jan/Feb '20  
Mar/Apr '20  
May/June '20  
July/Aug '20

**BOOKING**

June 20  
August 20  
October 20  
December 20  
Feb 20  
April 20

**ARTWORK**

June 25  
August 25  
October 25  
January 6  
Feb 25  
April 25

**NEWSSTAND**

September 4  
November 6  
January 1  
March 4  
May 6  
July 1

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

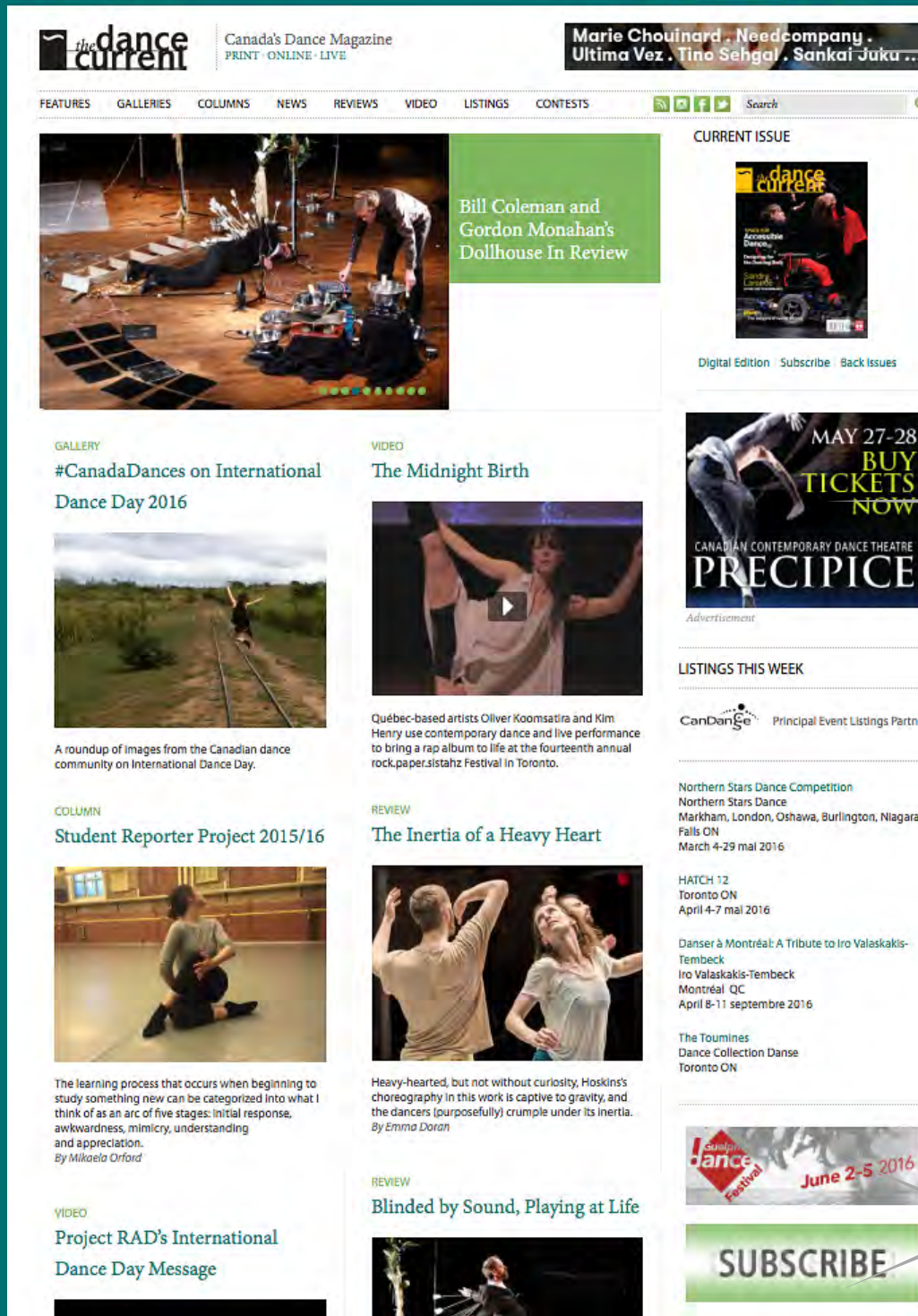
**AUDITION DIRECTORY**  
**November/December 2019 issue**

**SUMMER DANCE DIRECTORY**  
**March/April 2020 issue**

Directory listings are 60-words and can be purchased for \$70 each.  
*The Dance Current* offers complimentary text listings only when a print ad is also purchased prior to the booking deadline.

# DIGITAL

thedancecurrent.com



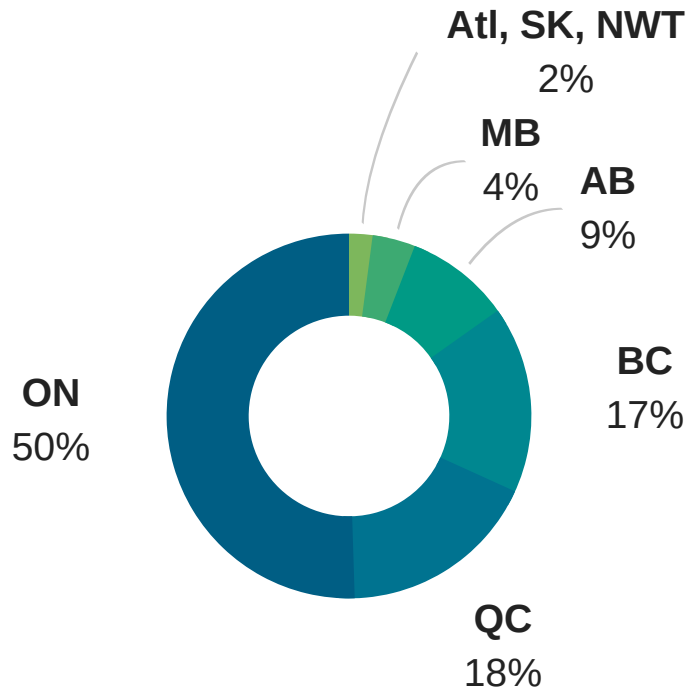
leaderboard  
468 x 60 pixels

medium rectangle  
(above fold)  
300 x 250 pixels

small rectangle  
300 x 100 pixels

Ads are 72 DPI + linked to the URL of your choice. Animated gif files accepted!

## DIGITAL READERSHIP BY PROVINCE (%)



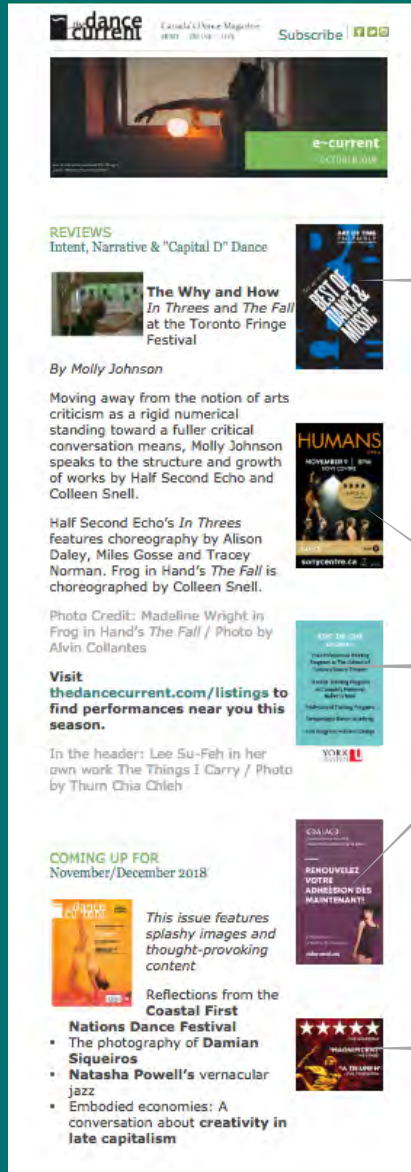
### MONTHLY WEB RATES (\$ PER AD)

	2-wks	1x	2-4x	5-9x	10-12x
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

The same ad can run in the one placement for no longer than 4 consecutive months. Want shorter or longer or targeted exposure? We can prorate pricing to fit your needs.

# DIGITAL

## e-current newsletter



**Tall Banner  
(top spot)**  
180 x 300 pixels (px)

Distributed  
on the first  
Wednesday  
of each  
month

**Tall Banner**  
180 x 300 pixels

Acceptable  
file formats:  
72 DPI  
.jpg, .png, .gif

**box banner**  
180 x 150 pixels

### MONTHLY AD RATES (\$ PER AD)

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

Ads are linked to the URL of your choice + Animated gif files accepted!

# DIGITAL

## deadline schedule

MONTH	BOOKINGS	ARTWORK	E-CURRENT DISTRIBUTED
July	June 20	June 25	July 3
August	July 20	July 25	August 7
September	August 20	August 25	September 4
October	September 20	September 25	October 2
November	October 20	October 25	November 6
December	November 20	November 25	December 4
January	December 15	December 20	January 8
February	January 20	January 25	February 5
March	February 20	February 25	March 4
April	March 20	March 25	April 1
May	April 20	April 25	May 6
June	May 20	May 25	June 3

Have a message to send mid-month?

Ask us about our additional email newsletter advertising opportunity:

[dc.advertising@thedancecurrent.com](mailto:dc.advertising@thedancecurrent.com)

## digital contests

### Full month (\$1000)

- Includes stand-alone web page with homepage recognition, an e-current newsletter text block; and **four** social media posts.

### Two-week (\$500)

- Includes stand-alone web page with homepage recognition and **two** social media post.



# CAMPAINS

85%

of readers say they are more inclined to buy when advertisements appear on both print and digital platforms

Please email [dc.advertising@thedancecurrent.com](mailto:dc.advertising@thedancecurrent.com) with your advertising budget to find the best deals across platforms.

# TERMS

## Booking

All details must be confirmed at time of booking. The client must confirm a booking by signing an ad estimate/agreement emailed by *The Dance Current*. The ad estimate/agreement is not an invoice.

## Rebooking

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.

## Payment

Payment is due upon receipt of the first invoice. A 1.5% monthly interest fee will be added and accrued to any outstanding invoice. Cheque, credit card, PayPal and e-transfer payments accepted.

## Improper Format

If artwork is not submitted in the required formats (as outlined in your signed ad estimate/agreement), *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.

## Standards

*The Dance Current* maintains policies separating editorial from advertising. *The Dance Current* reserves the right to refuse any advertisement that might be considered offensive or misleading or compromise the editorial integrity of our platforms.

## 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 production and/or the composition of the advertisement for the client, then the client agrees that it will not publish the advertisement in any other publication without consent from *The Dance Current*.

## CONTACT

[dc.advertising@thedancecurrent.com](mailto:dc.advertising@thedancecurrent.com)

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