“Without promotion something terrible happens...nothing!”
—P.T. BARNUM
The gorgeous photograph in the Gaynor Minden ad caught my eye, and then I noticed the website address at the bottom of the ad. I haven’t visited that website previously, but now I will.

—STUDENT REGARDING GAYNOR MINDEN (February/March 2015 Pointe magazine)

“I am already aware of and own products from this company, but it got me excited about purchasing more.”

—STUDENT REGARDING BLOC CH (April 2018 Dance Magazine)

“I have decided to use this company because of the advertisement.”

—TEACHER, CHOREOGRAPHER, STUDIO OWNER REGARDING UNDER ARMOUR EXCLUSIVELY THROUGH JUST FOR KIX AD (March 2015 Dance Teacher magazine)

“I love that Under Armour is creating dancewear, and I am interested in purchasing.”

—TEACHER, CHOREOGRAPHER REGARDING UNDER ARMOUR EXCLUSIVELY THROUGH JUST FOR KIX AD (May/June 2015 Dance Spirit magazine)
sample packages
DanceMedia offers integrated-marketing packages at several spending levels. Each frequency package can be tailored to your needs. These are effective and proven examples that provide exposure through both print and online.

$100,000
Annual Investment (sample)
• 52 one-half pages
  • 12 ads in Dance Magazine
  • 12 ads in Dance Teacher
  • 12 ads in Dance Retailer News
  • 10 ads in Dance Spirit
  • 6 ads in Pointe
• Rotating 300 x 250 banner ad (3 months) on:
  dancemedia.com
dancemagazine.com
dancespirit.com
dance-teacher.com
pointemagazine.com
• 3 newsletter button ads (any publication)

$15,000
Frequency Package (sample)
• 4 one-half pages
  • 1 ad in Dance Magazine
  • 1 ad in Dance Teacher
  • 1 ad in Dance Spirit
  • 1 ad in Pointe
• 4 newsletter button ads
  • 1 in Dance Magazine
  • 1 in Dance Teacher
  • 1 in Dance Spirit
  • 1 in Pointe

$50,000
Frequency Package (sample)
• 20 one-third pages
  • 6 ads in Dance Magazine
  • 6 ads in Dance Teacher
  • 5 ads in Dance Spirit
  • 3 ads in Pointe
• 4 newsletter button ads
  • 1 in Dance Magazine
  • 1 in Dance Teacher
  • 1 in Dance Spirit
  • 1 in Pointe

-OR-

$100,000
• 26 full pages
  • 6 ads in Dance Magazine
  • 6 ads in Dance Teacher
  • 6 ads in Dance Retailer News
  • 5 ads in Dance Spirit
  • 3 ads in Pointe
• Rotating 300 x 250 banner ad (3 months) on:
  dancemedia.com
dancemagazine.com
dancespirit.com
dance-teacher.com
pointemagazine.com
• 3 newsletter button ads (any publication)

DanceMedia provides the greatest reach
2+ MILLION and growing!*
Quick stats:
89% Female/11% Male
49% Dance students
38% Dance teachers
22% Professional dancers
62% Save back issues
67% Visited an advertiser’s website as a result of reading an ad in Dance Magazine
48% Bought/ordered a product or service as a result of reading an ad in Dance Magazine
300,000 Total readership

Dance Magazine subscribers
73% buy leotards and spend an average of $198 annually
74% buy tights and spend an average of $138 annually
48% buy pointe shoes and spend an average of $199 annually
83% purchase dance-related merchandise online and
77% purchase dance-related merchandise in dance retail stores
The subscribers that attend competitions/conventions attend an average of 3 each year.

Dance Magazine subscribers study:
90% Ballet
52% Contemporary/lyrical
26% Hip-hop
53% Jazz
57% Modern
32% Tap

Dance Magazine subscribers teach:
73% Ballet
32% Contemporary/lyrical
17% Hip-hop
40% Jazz
35% Modern
25% Tap

2016 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>MONTH</th>
<th>FOCUS</th>
<th>SPACE</th>
<th>MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN</td>
<td>Summer Study Guide</td>
<td>11/3/15</td>
<td>11/9/15</td>
</tr>
<tr>
<td>FEB</td>
<td>Audition Guide</td>
<td>12/1/15</td>
<td>12/7/15</td>
</tr>
<tr>
<td>MAR</td>
<td>Job Guide</td>
<td>12/30/15</td>
<td>1/6/16</td>
</tr>
<tr>
<td>APR*</td>
<td>Choreography (+Pointe Shoe Guide)</td>
<td>1/26/16</td>
<td>2/1/16</td>
</tr>
<tr>
<td>MAY</td>
<td>First-Ever Celebrity Guest Editor (+Fitness Tools Special)</td>
<td>2/23/16</td>
<td>2/29/16</td>
</tr>
<tr>
<td>JUNE</td>
<td>Dance Annual Directory</td>
<td>3/29/16</td>
<td>4/4/16</td>
</tr>
<tr>
<td>JULY</td>
<td>The Feminists</td>
<td>5/3/16</td>
<td>5/9/16</td>
</tr>
<tr>
<td>AUG*</td>
<td>Dance Magazine Annual College Guide</td>
<td>5/30/16</td>
<td>6/13/16</td>
</tr>
<tr>
<td>SEP</td>
<td>Training &amp; Scholarship Guide (+Ballet Slippers)</td>
<td>5/31/16</td>
<td>6/6/16</td>
</tr>
<tr>
<td>OCT</td>
<td>Fall Preview</td>
<td>7/1/16</td>
<td>7/11/16</td>
</tr>
<tr>
<td>NOV</td>
<td>Competitions &amp; Conventions</td>
<td>8/2/16</td>
<td>8/8/16</td>
</tr>
<tr>
<td>DEC</td>
<td>Costume Preview</td>
<td>9/6/16</td>
<td>9/12/16</td>
</tr>
</tbody>
</table>

* Harvey Research Ad Effectiveness Study—FREE to 2-page-spread, full-page, 2/3-page & 1/2-page advertisers

We offer ad sizes to fit all budgets.
Rates are based on size, frequency & color.
When you advertise in multiple issues and/or titles, you’ll maximize your message and earn a frequency discount.
Please refer to page 21 for ad dimensions and material requirements.

“I share photos of advertisements and performances with students for shape and weight sharing studies. I share articles on historical figures with my dance history students. I look at all job postings and love the summer intensive and audition editions that typically come out in January and February. My students use this magazine to help search for summer training programs as well.”

—Teacher, Choreographer, Artistic Director (April 2015 Dance Magazine)

Source: Harvey Research Advertising Effectiveness Studies 2015
Quick stats:
95% Female/5% Male
61% Dance students
26% Dance teachers
9% Professional dancers
69% Save back issues
71% Visited an advertiser’s website as a result of reading an ad in Dance Spirit
47% Bought/orderd a product or service as a result of reading an ad in Dance Spirit

Dance Spirit subscribers:
Take an average of 7 classes per week
93% study ballet
73% plan to enter a higher education/college/university dance program in the future
51% are involved in dance team
total spend an average of $48,447 per year

Dance Spirit subscribers study:
93% Ballet
79% Contemporary/lyrical
59% Hip-hop
86% Jazz
55% Modern
67% Tap

Dance Spirit subscribers teach:
71% Ballet
46% Contemporary/lyrical
33% Hip-hop
65% Jazz
29% Modern
50% Tap

2016 EDITORIAL CALENDAR

MONTH | FOCUS | FASHION | SPACE | MATERIALS
--- | --- | --- | --- | ---
JAN | Summer Study Guide | Trendy Dancewear for Class | 10/27/15 | 11/2/15
FEB | Careers & Audition Guide | Audition Looks | 11/24/15 | 11/30/15
MAR* | Ballet Issue | Ballet Basics | 12/29/15 | 1/4/16
APR | Dance Team Survival Guide | Dance Team Outfits | 1/26/16 | 2/1/16
JULY/AUG | Broadway & NYC | Jazz Dancewear | 4/26/16 | 5/2/16
OCT | Competitions & Conventions | Winter Warm-Ups | 7/26/16 | 8/1/16
NOV | Performance Issue | 2017 Costume Preview | 8/30/16 | 9/2/16
DEC | Contemporary Issue | Holiday Gift Guide | 9/27/16 | 10/3/16

* Harvey Research Ad Effectiveness Study—FREE to 2-page-spread, full-page, 2/3-page & 1/2-page advertisers

• We offer ad sizes to fit all budgets.
• Rates are based on size, frequency & color.
• When you advertise in multiple issues and/or titles, you’ll maximize your message and earn a frequency discount.
• Please refer to page 21 for ad dimensions and material requirements.

Published Since: 1997

"I really like DANCE SPIRIT because it has a lot of very useful articles and I read them all multiple times usually."
—Student (May/June 2015 Dance Spirit)

Source: Harvey Research Advertising Effectiveness Studies 2015
**Dance Teacher Summit**

Dance Teacher Summit is **Dance Teacher** magazine’s annual event. It brings the magazine to life through a mix of movement sessions, seminars and workshops led by top master teachers.

**2016 EDITORIAL CALENDAR**

<table>
<thead>
<tr>
<th>MONTH</th>
<th>FOCUS</th>
<th>FASHION</th>
<th>SPACE</th>
<th>MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN</td>
<td>Summer Study Guide</td>
<td>Ballet Slippers &amp; Pointe Shoes + Tights</td>
<td>10/27/15</td>
<td>11/2/15</td>
</tr>
<tr>
<td>FEB</td>
<td>Careers (Teacher Training)</td>
<td>Shoes for Many Styles</td>
<td>12/1/15</td>
<td>12/7/15</td>
</tr>
<tr>
<td>MAR</td>
<td>Special Section: The Healthful Dancer</td>
<td>Dancewear/Fitness Crossover</td>
<td>12/29/15</td>
<td>1/4/16</td>
</tr>
<tr>
<td>APR</td>
<td>Special Section: Best Recital Practices</td>
<td>Tutus</td>
<td>2/2/16</td>
<td>2/8/16</td>
</tr>
<tr>
<td>MAY*</td>
<td>Special Section: Best Studio Management Practices</td>
<td>Summer Study Dancewear &amp; Accessories</td>
<td>3/2/16</td>
<td>3/7/16</td>
</tr>
<tr>
<td>JUNE</td>
<td>Special Section: Studio Equipment Buying Guide</td>
<td>Seasonal Shorts &amp; Skirts</td>
<td>3/29/16</td>
<td>4/4/16</td>
</tr>
<tr>
<td>JULY</td>
<td>Dance Annual Directory</td>
<td>Dancewear for Teachers</td>
<td>5/3/16</td>
<td>5/9/16</td>
</tr>
<tr>
<td>AUG</td>
<td>Back to School</td>
<td>Dress Code Basics</td>
<td>5/31/16</td>
<td>6/6/16</td>
</tr>
<tr>
<td>SEPT</td>
<td>Higher Ed Guide</td>
<td>Holiday Costumes</td>
<td>6/28/16</td>
<td>7/5/16</td>
</tr>
<tr>
<td>OCT</td>
<td>Competitions &amp; Conventions</td>
<td>Lyrical &amp; Contemporary Dancewear</td>
<td>8/2/16</td>
<td>8/8/16</td>
</tr>
<tr>
<td>NOV</td>
<td>Costume Guide</td>
<td>2017 Costume Preview</td>
<td>8/30/16</td>
<td>9/6/16</td>
</tr>
<tr>
<td>DEC</td>
<td>Community</td>
<td>Annual Competition/Convention YEARBOOK</td>
<td>9/27/16</td>
<td>10/3/16</td>
</tr>
</tbody>
</table>

* Harvey Research Ad Effectiveness Study—FREE to 2-page-spread, full-page, 2/3-page & 1/2-page advertisers

- We offer ad sizes to fit all budgets.
- Rates are based on size, frequency & color.
- When you advertise in multiple issues and/or titles, you’ll maximize your message and earn a frequency discount.
- Please refer to page 21 for ad dimensions and material requirements.

“I utilize **DANCE TEACHER** magazine to help me stay fresh/current with the dance world. It also motivates my teachers & me with some of the articles on dance teachers. Plus all the advertisements that apply directly to a dance studio or teacher are wonderful.”

—Teacher, Studio Owner (March 2015 Dance Teacher)

Source: Harvey Research Advertising Effectiveness Studies 2015
Quick stats:
93% Female/7% Male
64% Dance students
21% Dance teachers
13% Professional dancers
76% Save back issues
72% Visited an advertiser’s website as a result of reading an ad in Pointe
48% Bought/ordered a product or service as a result of reading an ad in Pointe
120,000 Total readership

Pointe subscribers
Take an average of 6 classes per week
55% are planning to enter a higher education/college/university dance program in the future
76% purchase pointe shoes and spend an average of $666 annually
64% also take Pilates/yoga/other somatic practices
60% attend or plan to attend summer intensives and spend $1,475 annually

Pointe subscribers study:
98% Ballet
41% Contemporary/lyrical
12% Hip-hop
42% Jazz
48% Modern
19% Tap

Pointe subscribers teach:
95% Ballet
17% Contemporary/lyrical
5% Hip-hop
23% Jazz
20% Modern
18% Tap

**2016 EDITORIAL CALENDAR** (subject to change)

<table>
<thead>
<tr>
<th>MONTH</th>
<th>FOCUS</th>
<th>FASHION</th>
<th>SPACE</th>
<th>MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEB/MAR*</td>
<td>Audition Guide</td>
<td>Audition Wear</td>
<td>11/24/15</td>
<td>11/30/15</td>
</tr>
<tr>
<td>APR/MAY</td>
<td>Schools, Studios, and Conservatories: Training &amp; Performance</td>
<td>Summer Intensive Checklist &amp; Slipper Guide</td>
<td>1/19/16</td>
<td>1/25/16</td>
</tr>
<tr>
<td>AUG/SEP</td>
<td>Pre-Professional Guide</td>
<td>Fall Class Looks</td>
<td>5/24/16</td>
<td>5/31/16</td>
</tr>
<tr>
<td>OCT/NOV</td>
<td>Higher Ed &amp; Scholarship Guide</td>
<td>Tutus</td>
<td>7/19/16</td>
<td>7/25/16</td>
</tr>
<tr>
<td>DEC/ JAN 2017</td>
<td>Summer Study Guide</td>
<td>Winter Warm-Ups &amp; Holiday Gift Ideas</td>
<td>9/20/16</td>
<td>9/26/16</td>
</tr>
</tbody>
</table>

* Harvey Research Ad Effectiveness Study—FREE to 2-page-spread, full-page, 2/3-page & 1/2-page advertisers

- We offer ad sizes to fit all budgets.
- Rates are based on size, frequency & color.
- When you advertise in multiple issues and/or titles, you’ll maximize your message and earn a frequency discount.
- Please refer to page 21 for ad dimensions and material requirements.

"As a young, aspiring dancer, I especially enjoy articles geared towards students such as information on different schools, prepping for summer intensives and various technique tips. I look forward to receiving my magazine in the mail every other month! Love Pointe!"

—Student (February/March 2015 Pointe magazine)

Source: Harvey Research Advertising Effectiveness Studies 2015
# 2016 EDITORIAL CALENDAR

**MONTH** | **FOCUS** | **PRODUCTS** | **FASHION** | **FOOTWEAR or ACCESSORIES** | **SPACE** | **MATERIALS**
---|---|---|---|---|---|---
JAN | Ordering | Bra Tops | Spring Dancewear | Makeup for Dancers | 11/12/15 | 11/17/15
FEB | Recital | Recital Gifts | Performance-Ready Apparel | Ballroom Shoes | 12/10/15 | 12/15/15
MAR | Tiny Dancers | Bags for Tots | Baby Ballerina Looks | Hair Accessories | 1/14/16 | 1/19/16
APR | Summer Sales | Shorts | Summer Intensive Looks | Jazz Shoes & Sneakers | 2/11/16 | 2/16/16
MAY | Back-to-School Preview & Ordering | Tights | Gymnastic Apparel | Wellness Products | 3/10/16 | 3/15/16
|  |  |  |  |  |  |  |
JUNE | Back-to-School 1: Selling Basics | Leggings | Basic Leotards | Tap Shoes | 4/14/16 | 4/19/16
JULY | Back-to-School 2: Beyond Basics | Skirts | Fashion Leotards | Bags for Dancers | 5/12/16 | 5/17/16
AUG | Dance Teachers | Dance Pants | Apparel for Teachers | Contemporary Footwear | 6/16/16 | 6/21/16
SEPT | Holiday | Holiday Gifts | Dance Dresses | Legwarmers | 7/14/16 | 7/19/16
OCT | Shoes | Shoe Care Products & Accessories | Activewear | Pointe Shoes | 8/11/16 | 8/16/16
NOV | Competitions | Statement Tops | Camp Kid Rehearsal Wear | Performance-Worthy Accessories | 9/8/16 | 9/13/16
DEC | Ballet | Tutus | Warm-Ups & Knitwear | Ballet Slippers | 10/13/16 | 10/18/16

---

**What is your favorite section of the magazine? Why?**

- **JAN**
  - Ordering: Bra Tops
  - Spring Dancewear
  - Makeup for Dancers

- **FEB**
  - Recital: Recital Gifts
  - Performance-Ready Apparel
  - Ballroom Shoes

- **MAR**
  - Tiny Dancers: Bags for Tots
  - Baby Ballerina Looks
  - Hair Accessories

- **APR**
  - Summer Sales: Shorts
  - Summer Intensive Looks
  - Jazz Shoes & Sneakers

- **MAY**
  - Back-to-School Preview & Ordering: Tights
  - Gymnastic Apparel
  - Wellness Products

- **JUNE**
  - Back-to-School 1: Selling Basics: Leggings
  - Basic Leotards
  - Tap Shoes

- **JULY**
  - Back-to-School 2: Beyond Basics: Skirts
  - Fashion Leotards
  - Bags for Dancers

- **AUG**
  - Dance Teachers: Dance Pants
  - Apparel for Teachers
  - Contemporary Footwear

- **SEPT**
  - Holiday: Holiday Gifts
  - Dance Dresses
  - Legwarmers

- **OCT**
  - Shoes
  - Shoe Care Products & Accessories
  - Activewear

- **NOV**
  - Competitions: Statement Tops
  - Camp Kid Rehearsal Wear
  - Performance-Worthy Accessories

- **DEC**
  - Ballet: Tutus
  - Warm-Ups & Knitwear
  - Ballet Slippers

---

**We offer ad sizes to fit all budgets.**

**Rates are based on size, frequency & color.**

**When you advertise in multiple issues and/or titles, you’ll maximize your message and earn a frequency discount.**

**Please refer to page 21 for ad dimensions and material requirements.**

---

**Advertising in DANCE RETAILER NEWS has helped our business to grow substantially over the past two years. Many stores reach out to us each month right after the issue ships. DRN provides authoritative exposure to a market that is otherwise very difficult to reach.**

—Sharene Lewis Santos, Covet Dance Clothing
online advertising

Our Run-of-Network provides access to an average of more than 500,000 users per month

Advertising units available:

<table>
<thead>
<tr>
<th>Rotating Leaderboard</th>
<th>728 x 90 pixels</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>accepted files: jpeg, gif, png, swf</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rotating Banner</th>
<th>300 x 250 pixels</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>accepted files: jpeg, gif, png, swf</td>
</tr>
</tbody>
</table>

- Rich-media options include:
  - wallpaper
  - take-over units
  - sponsored video channels and web pages

- Plus, make your message expand, float and peel down.

- Change your creative monthly at no additional charge

- Advertiser reporting includes: impressions, clicks & CTR

** Let us create your video ad **

*as of 11/15/15*
Complement your print campaign with a direct-response message. Boost traffic to your website and increase visibility with each captive audience.

Newsletter advertising

Each Newsletter Is Published 2x Per Month

Newsletter Content Includes:

- Q&A with dancers, teachers and choreographers in the news
- Giveaways and contests
- Style blurb with a fashion piece
- Audition, job and performance notices
- Health, fitness and beauty tips
- Behind-the-scenes videos from cover shoots

**BEST-VALUE PACKAGE:** only $3,500

(one ad in each of the four publications)

89,980+ total subscribers and growing!
2016 listings opportunities

Listings opportunities are FREE and ENHANCED when you place a display ad in that issue.

<table>
<thead>
<tr>
<th>MONTH(S)</th>
<th>LISTING FEATURE</th>
<th>PUBLICATION(S)</th>
<th>LISTING RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb 16</td>
<td>Auditions Guide</td>
<td>Dance Magazine</td>
<td>FREE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dance Spirit</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pointe (Feb/March)</td>
<td></td>
</tr>
<tr>
<td>Mar 16</td>
<td>Jobs Guide</td>
<td>Dance Magazine</td>
<td>FREE</td>
</tr>
<tr>
<td>June 16</td>
<td>DRN Directory</td>
<td>Dance Retailer News</td>
<td>FREE</td>
</tr>
<tr>
<td>June 16</td>
<td>Annual Directories</td>
<td>Dance Magazine (June)</td>
<td>Dance Teacher (July), plus listings appear online at dancemedia.com/resources</td>
</tr>
<tr>
<td>July 16</td>
<td></td>
<td>$185 per category</td>
<td></td>
</tr>
<tr>
<td>Aug 16</td>
<td>Scholarship Guide</td>
<td>Dance Magazine</td>
<td>FREE</td>
</tr>
<tr>
<td>Sept 16</td>
<td>Higher Ed Guide</td>
<td>Dance Spirit</td>
<td>FREE (when you place a College Guide spotlight)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dance Teacher</td>
<td></td>
</tr>
<tr>
<td>Oct 16</td>
<td>Higher Ed Guide</td>
<td>Pointe (Oct/Nov)</td>
<td>FREE (when you place a College Guide spotlight)</td>
</tr>
<tr>
<td>Oct 16</td>
<td>Competition/Convention Guide</td>
<td>Dance Spirit</td>
<td>Dance Teacher</td>
</tr>
<tr>
<td>Nov 16</td>
<td>Costume Guide</td>
<td>Dance Spirit</td>
<td>FREE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dance Teacher</td>
<td></td>
</tr>
<tr>
<td>Dec 16</td>
<td>Annual Summer Study Guide</td>
<td>Dance Magazine (Jan)</td>
<td>Dance Spirit (Jan), plus listings appear online at dancemedia.com/resources</td>
</tr>
<tr>
<td>Jan 17</td>
<td></td>
<td>$495 for all 4 publications</td>
<td></td>
</tr>
</tbody>
</table>

All ads must be submitted online. To create your account, please visit dancemedia.sendmyad.com.

**GENERAL GUIDELINES FOR ADS**

- Make sure all ads are built correctly to spec and scaled at 100%.
- All support files—fonts and images—must be linked.
- All images must be CMYK. No RGB images accepted. (Convert all images to CMYK in Photoshop before placing them in your layout program.)
- All images must be high-res. Images at 150 dpi or less will not be accepted.
- Maximum ink density should be set to standard 300% or less on all images.
- No Pantone colors (convert to process).
- No spot colors (convert to process).

**Make sure “White” type is NOT set to overprint.**
- If using InDesign, set your “Appearance of black” preference to both display and output blacks “Accurately.”
- Crop marks should be ON for partial ads.
- Please label your PDF accordingly: title/year/month/ad size/client.

Example: dancemagazine1601_13V_ballet.pdf

**Need help?**
Please email adportalhelp@dancemedia.com or call 212-979-4872

---

**DANCE RETAILER NEWS**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Trim</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread—Bleed</td>
<td>21.5&quot; x 14.5&quot;</td>
<td>0.125&quot;</td>
</tr>
<tr>
<td>2-Page Spread—Nonbleed</td>
<td>20.5&quot; x 13.75&quot;</td>
<td>0&quot;</td>
</tr>
<tr>
<td>Full Page Tab—Bleed</td>
<td>10.75&quot; x 14.5&quot;</td>
<td>0.125&quot;</td>
</tr>
<tr>
<td>Full Page Tab—Nonbleed</td>
<td>10.25&quot; x 13.75&quot;</td>
<td>0&quot;</td>
</tr>
<tr>
<td>Full Page Jr.</td>
<td>7.5&quot; x 10&quot;</td>
<td>0&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>4.875&quot; x 13.75&quot;</td>
<td>0&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>10.25&quot; x 6.625&quot;</td>
<td>0&quot;</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>3.5&quot; x 13.75&quot;</td>
<td>0&quot;</td>
</tr>
<tr>
<td>1/3 Horizontal</td>
<td>6.5&quot; x 6.625&quot;</td>
<td>0&quot;</td>
</tr>
<tr>
<td>1/6 Vertical</td>
<td>3.25&quot; x 6.667&quot;</td>
<td>0&quot;</td>
</tr>
</tbody>
</table>

---

**DANCE POINTE**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Trim</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread—Bleed</td>
<td>16&quot; x 10.875&quot;</td>
<td>0.125&quot;</td>
</tr>
<tr>
<td>2-Page Spread—Nonbleed</td>
<td>16&quot; x 10.875&quot;</td>
<td>0&quot;</td>
</tr>
<tr>
<td>Full Page—Bleed</td>
<td>8&quot; x 10.875&quot;</td>
<td>0.125&quot;</td>
</tr>
<tr>
<td>Full Page—Nonbleed</td>
<td>9&quot; x 10.875&quot;</td>
<td>0.125&quot;</td>
</tr>
<tr>
<td>Full Page—Nonbleed</td>
<td>7.5&quot; x 10.375&quot;</td>
<td>0&quot;</td>
</tr>
<tr>
<td>Full Page—Nonbleed</td>
<td>6.5&quot; x 10.375&quot;</td>
<td>0&quot;</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>4.625&quot; x 10.1875&quot;</td>
<td>0&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7.1&quot; x 5.0625&quot;</td>
<td>0&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3.5&quot; x 10.1875&quot;</td>
<td>0&quot;</td>
</tr>
<tr>
<td>1/3 Horizontal</td>
<td>4.625&quot; x 5.0625&quot;</td>
<td>0&quot;</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2.25&quot; x 10.1875&quot;</td>
<td>0&quot;</td>
</tr>
<tr>
<td>1/6 Horizontal</td>
<td>4.625&quot; x 2.25&quot;</td>
<td>0&quot;</td>
</tr>
<tr>
<td>1/6 Vertical</td>
<td>2.25&quot; x 5.0625&quot;</td>
<td>0&quot;</td>
</tr>
</tbody>
</table>

**DANCE POINTE**

**DANCE SPirit**

**DANCEmaker**
TERMS & CONDITIONS

Listings
Please note that the editors of DanceMedia reserve the right to edit listings according to style, grammar, placement, space and content requirements. DanceMedia is not responsible for inaccurate submissions placed online and is unable to run corrections in any magazines.

Positioning
Ads are placed according to size, color and frequency. Guaranteed positioning is only available with a 12x (Dance Magazine, Dance Teacher, Dance Retailer News), 10x (Dance Spirit) and 6x (Pointe) schedule. Please note that there is a 15% premium-positioning fee.

Artwork
If new ad material has not been received by the published material deadline, artwork on file will be picked up.

Cancellations & Billing
All cancellations must be received in writing by published ad space deadline. Cancellations may result in short-rate to the applicable frequency. Invoices are rendered on publication mailing date. Net due in 30 days.

Go to: dancemedia.com/advertise for a digital, downloadable version with up-to-the-minute information and offerings.

Cover Photo: Jacqueline Green photographed by Jayme Thornton.