

NEWSLETTER ADS

Dance Magazine, Dance Spirit, Pointe & Dance Business Weekly

SPECS

- 300px x 250px—JPEG, PNG, GIF

EVERY AD SHOULD INCLUDE THESE FOUR MAIN ITEMS:

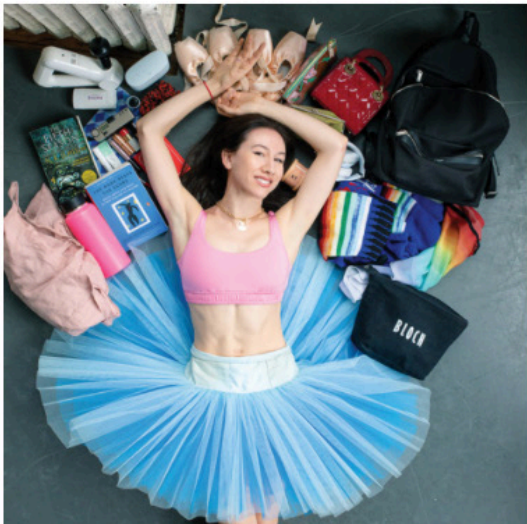
- Your logo or company name
- A value proposition
- A unique, striking image that speaks to your brand
- A call to action

DO

- Calls to action
- Simplicity
- Clean animation
- Buttons to click

DON'T

- Low-quality images
- Too much text and small or hard-to-read text
- Stock images
- Multiple small images




**POINTE**  
ballet at its best

**DANCE BAG**

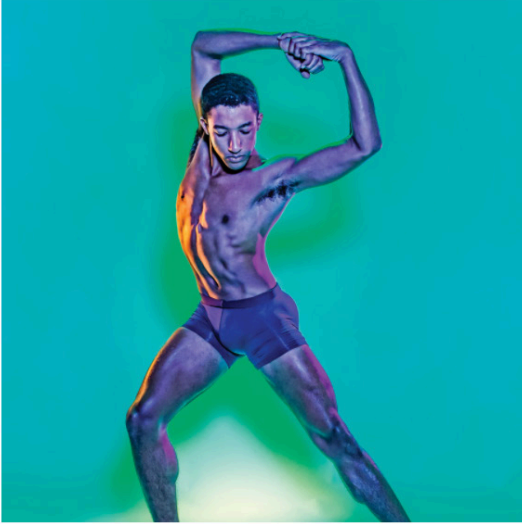
ABT Principal Isabella Boylston Shares Her Love of Sci-Fi, Scrunchies and Backpacks

Though Isabella Boylston meticulously keeps to-do lists and writes down her commitments in her well-loved planner, her dance bag is far less organized. Nevertheless, the contents of the American Ballet Theatre principal's bag show off her colorful and sophisticated style.



POINTE  
2020  
SUMMER  
INTENSIVE  
GUIDE

Ready to take your training to the next level this summer? Click here for Pointe's 2020 Summer Intensive Guide.



**DANCE SPIRIT**  
..... always on the beat .....

**BLACK LIVES MATTER**

Houston Ballet's Harper Watters: Thoughts on My First Uprising

I recently spoke to the dancers and management of Houston Ballet as part of ongoing conversations covering racial injustice. This is what I asked of my company, and what I implore everyone else in this community to do as well: Keep doing the work.

**STEEZY**

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START DANCING →

**DANCE BUSINESS WEEKLY**



best moves for your small business  
brought to you by **dancemedia**

DANCE DANCE SPIRIT POINTE DanceTeacher DANCE BUSINESS WEEKLY EDIT

Selected business stories for and about studio owners, dance retailers, manufacturers, company directors and others who manage the business of dance

**These Funding Programs for BIPOC and Women Could Help Get Your Business Through COVID**

Most dance businesses are suffering right now. But those owned by BIPOC and women, who have historically been denied access to capital, have been left especially vulnerable by the pandemic. Thankfully, support exists—and we rounded up some of the most promising programs.





Save the Date  
for the 2020 (virtual)  
**DanceTeacher AWARDS**  
September 16th  
6pm edt // 3pm pdt

MORE DETAILS TO FOLLOW

move and be moved.


**DANCE**  
magazine



**COVER STORY**

Ayodele Casel Is Proving Tap's Power to Speak to Social Justice—and Spark Serious Joy

In her 2016 work, *While I Have the Floor*, Ayodele Casel wondered aloud whether her story would be forgotten, or whether future generations would recognize her name. Today, she is cementing her legacy.



the  
**DANCE EDIT**  
a petit weekly podcast

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