

## THE DANCE EDIT

### ON THE CALENDAR

Includes up to two sentences of copy—40 words maximum—crafted by Dance Media with the client’s input, and one link.

#### DO

- Clear, focused promotions about dance events

#### DON'T

- Don't include copy without calling out a specific date

The image displays three examples of promotional text for dance events, each titled "On the Calendar".

- Example 1 (top right):** A small "Sponsored" tag is above the title. The text reads: "US Prix de Ballet is reimagining the ballet competition. The Prix's competition and workshops are returning to San Diego, February 22–23, 2020. Online registration is now open. Full information [here](#)."
- Example 2 (middle left):** A large, tilted "On the Calendar" banner is in the top left corner. A small "Sponsored" tag is above the title. The text reads: "Journey with **The Royal Ballet** to an enchanted world of princesses, fairy godmothers, and magical spells in this landmark production of Petipa's classic ballet *The Sleeping Beauty*. [In a cinema near you beginning February 25](#)."
- Example 3 (bottom center):** A small "Sponsored" tag is above the title. The text reads: "The **Actors Fund** invites the dance community to celebrate the life of groundbreaking Japanese-American dancer Sono Osato, October 14 at New York City's Music Box Theatre. Osato was a major benefactor of Career Transitions For Dancers, a program of The Actors Fund. More details [here](#)."