

THE DANCE EDIT

PARTING SHOT






Includes one high-resolution square or horizontal photo 600px-800px wide, or video link (from Vimeo or YouTube only); one sentence—20 words maximum—with a call to action, crafted by Dance Media with the client’s input; and one link. Please also send caption and credit information for photos, including the names of the dancers (if one to two are pictured) and the name of the photographer.

DO

- Gorgeous dance shots or videos
- Funny dance memes
- Behind-the-scenes moments
- Images that tell a story
- Copy that references the image

DON'T

- Images that look like ads
- Images with text
- Posed, promotional shots
- Calls to action
- Reuse assets for multiple insertions
- Complicated or multi-part promotions in text

<p>The Dance Edit Parting Shot</p> <p>Parting Shot</p> <p>That feeling when you wear your new velvet leotard to class for the first time. <small>(Rose Eichenbaum, courtesy State Street Ballet)</small></p> 	<p><small>Sponsored</small></p> <p>Parting Shot</p> <p>Alberta Ballet dancer Jennifer Gibson (who makes her Odette/Odile debut this May) is giving us all the #MondayMotivation. <small>(Paul McGrath, courtesy Alberta Ballet)</small></p> 	<p><small>Sponsored</small></p> <p>Parting Shot</p> <p>Gillian Murphy, principal dancer at American Ballet Theatre, has been wearing Gaynor Minden pointe shoes since she was 15. Find your pair here. <small>(Eduardo Palino, courtesy Gaynor Minden)</small></p> 
<p><small>Sponsored</small></p> <p>Parting Shot</p> <p>No one does #TillTuesday quite like Onstage NY. Get 2020 registration info here. <small>(Evolue Photography, courtesy Onstage NY)</small></p> 	<p><small>Sponsored</small></p> <p>Parting Shot</p> <p>When geniuses unite: Lil Buck, Michelle Dorrance, Robbie Fairchild, and Melissa Toogood in "1-2-3-4-5-6" at the 2016 iteration of the Vail Dance Festival. <small>(Elin Baano, courtesy Vail Dance Festival)</small></p> 	<p><small>Sponsored</small></p> <p>Parting Shot</p> <p>Ever wonder what your leotard is made of? Well, recycling is red haute at Audition Dancewear—they're making leotards out of recycled water bottles. Learn more here. <small>(Rachel Neville, courtesy Audition Dancewear)</small></p> 