

Our goal is to provide Metro NY with a full calendar of dance classes, dance socials, and related events through print and online media.

Questions? Call Loren Finkelstein at 631.374.1161

1 CHOOSE OPTION #1 OR #2

OPTION # 1: Box Display Ad (see pgs 2-4 for examples)

Your display ad comes with a set amount of FREE "calendar lines". See example Calendar Line Ad. (Additional lines: \$2.00 per line)

Price	Ad Size Columns/Height	# of FREE Calendar Lines Included with Ad
\$50	2 x 1.5"	10
\$75	2 x 2.25"	20
\$100	2 x 3"	20
\$100	3 x 2" (Business Card size)	20
\$125	3 x 2.5"	30
\$125	6 x 1" (Banner)	30
\$150	2 x 5.15"	60
\$150	3 x 3.25"	60
\$175	3 x 4.25"	60
\$200	3 x 5.15" (Quarter page)	80
\$225	3 x 5.65"	80
\$250	4 x 5.15"	80
\$275	4 x 6"	80
\$325	3 x 10.5" (Half page - Vertical)	80
\$325	6 x 5.15" (Half page - Horizontal)	80
\$400	4 x 10.5" (3/4 page - Vertical)	80
\$525	6 x 10.5" (Full page/Advertorial)	100

OPTION # 2: Calendar Line Ad/Classified Ad

\$2.00 per line

- Promote your class or event in the calendar section only
- List items for sale such as ballroom gowns, shoes, and jewelry
- Post help/situation wanted
- Dance partner search
- Studio rentals

Example Calendar Line Ad: (Limit 35 characters per line)

- (1st line) **Name of class or venue**
- (2nd line) Address: Street, City, Zip
- (3rd line) Time of event, pricing
- (4th line) Description
- (5th line) Description
- (6th line) Contact, Phone, Email
- (7th line) Web site Address

Example Classified Ad: (Limit 35 characters per line)

- (1st line) **Headline here**
- (2nd line) Description
- (3rd line) Description
- (4th line) Description
- (5th line) Contact, Phone, Email
- (6th line) Web site Address (optional)

2 PLACE YOUR AD

Let us design your ad for FREE!

or... provide a high-resolution (300 dpi) PDF. **WE PRINT IN 2 COLORS:** Black and (1) PMS color varying each month. Inquire for PMS color prior to designing your ad.

Call Loren 631.374.1161 or email info@TheDanceCalendar.com

Materials are due the 11th of the month for the following month's publication. A PDF proof is emailed to you for approval 3 days before going to print.

3 MAKE A PAYMENT

Once you've approved your ad, an invoice is provided by email. Payment is due upon receipt of invoice.

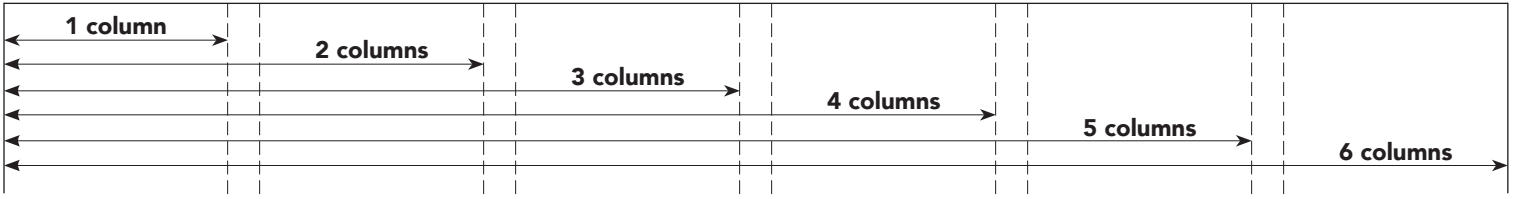
Please make check payable to: Loren Finkelstein
and mail to: PO Box 44 - Holtsville, NY 11742

With every issue you'll receive ...

- ✓ Box Display ads designed at no extra cost!
- ✓ Distribution to active online and print subscribers, dance studios and venues, and local businesses
- ✓ A complimentary bundle of calendars mailed to you at no extra charge to distribute
- ✓ Inclusion in our online Events Calendar (Dances and Special Events only)
- ✓ PDF version posted at www.TheDanceCalendar.com
- ✓ Newsletter emailed to active online subscribers with links to online PDF version and Events Calendar
- ✓ Active promotion through social media

TERMS & POLICIES: Box display ad sizes may be adjusted depending on final page layout. Ad positioning is not guaranteed. Banner ads are placed at the top of right side pages - space is limited! We make every effort keep the accuracy of all information correct 100% of the time. Unfortunately, errors such as incorrect dates, phone numbers, times, etc. can happen. We will not assume any liability of wrong information if ad approval is not received prior to going to press. The following is stated in every issue: BEFORE ATTENDING A LISTED CLASS OR EVENT WE SUGGEST YOU FIRST CALL THE ADVERTISER TO CONFIRM DATES, TIMES, LOCATIONS, ETC.

The Dance Calendar is set up in 6 columns



Business Card Size

\$100

3 columns: 3.83"(W) x 2"(H)

\$150

3 columns: 3.83"(W) x 3.25"(H)

\$125

3 columns: 3.83"(W) x 2.5"(H)

Quarter Page

\$200

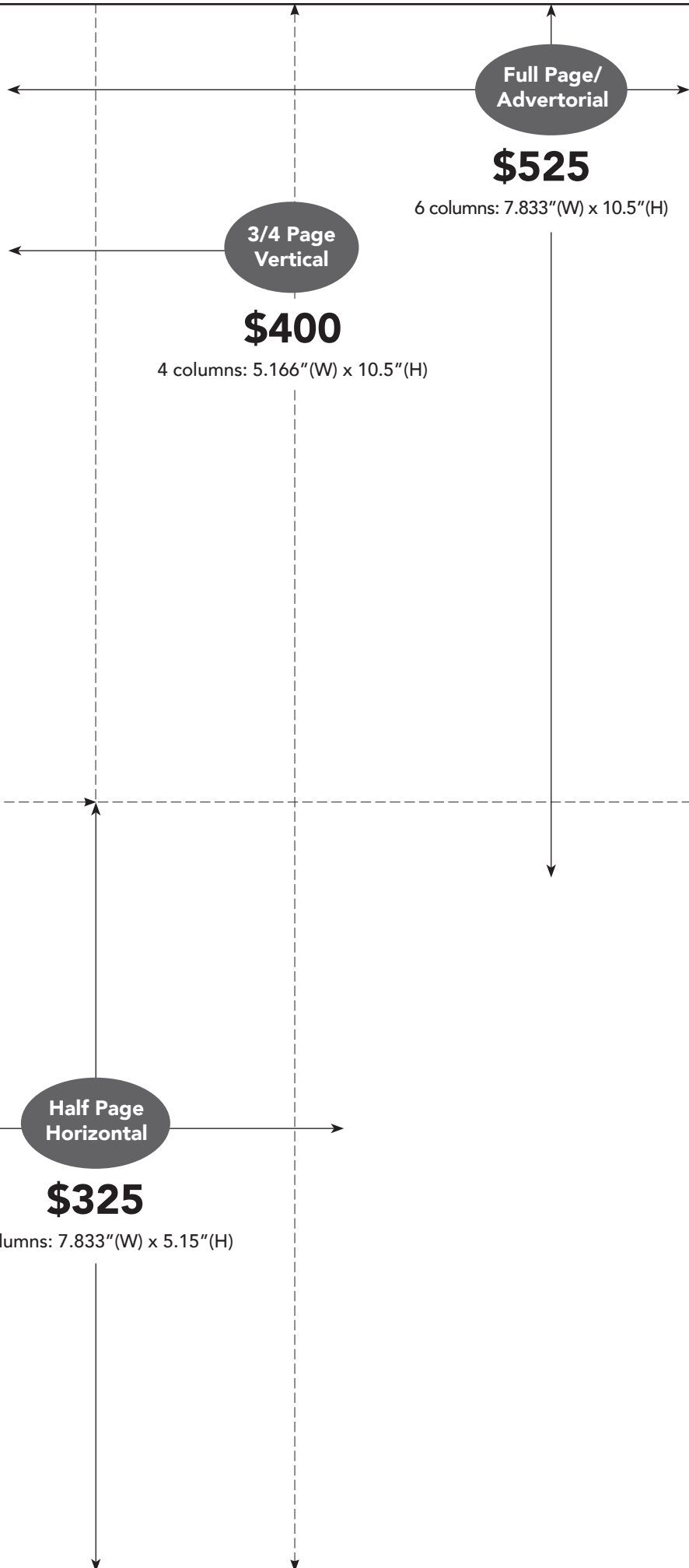
3 columns: 3.83"(W) x 5.15"(H)

\$225

3 columns: 3.83"(W) x 5.65"(H)

\$175

3 columns: 3.83"(W) x 4.25"(H)



\$125

6 columns: 7.833"(W) x 1"(H)



\$50

2 columns: 2.5"(W) x 1.5"(H)

\$75

2 columns: 2.5"(W) x 2.25"(H)

\$100

2 columns: 2.5"(W) x 3"(H)

\$150

2 columns: 2.5"(W) x 5.15"(H)

\$275

4 columns: 5.166"(W) x 6"(H)

\$250

4 columns: 5.166"(W) x 5.15"(H)

To Place Your Ad

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