



EDUCATION IN
THE ART OF DANCE

1209 Main Street #106
Abacoa Town Center
Jupiter, Florida 33458
(561) 308 - 8377

ADVERTISE IN THE PROGRAM GUIDE FOR

Spring
Performance 2012

**Tell the world about your business
-- OR --
Just be proud of your child!**

BUSINESS ADS

1/2 Page Horizontal
\$45.00

Full Page:
\$75.00

Inside Front, Inside Back
Or Outside Back Cover
\$175.00

**Very
Inexpensive**

FAMILY ADS

1/2 Page Horizontal:
\$35.00

FULL PAGE:
\$65.00

Inside Front, Inside Back
Or Outside Back Cover
\$155.00

BUSINESS AD

Who are you? What do you do? What services do you provide? How do people get in touch with you?

A Business Ad will increase visibility and let people know!

FAMILY AD

Congratulate your child. Let him or her know you support them. Family Ads pictures can include not only your child but your family members, as well. Students should **not** appear in dance wear or in dance poses for these Ads.

AD SPECIFICATIONS

1/2 Page Horizontal: 4.875" w x 3.714" h

FULL PAGE: 4.875" w x 7.875" h

Ads are in **black and white** and must be submitted as a **300dpi jpeg** on a disk to the office of Paris Ballet & Dance.

Front Inside, Back Inside Cover and Back Cover may be in color – for NO extra Fee! First come first served basis.

ALL Payments are due at the time Ad is submitted. Pay by VISA, MasterCard, check or cash. Make checks payable to Paris Ballet & Dance.

Deadline is APRIL 20, 2012. \$10.00 OFF Ads submitted BEFORE March 26, 2012!

NEED HELP? Our design team can create an Ad for you for **only \$30.00**. This includes one proof.

QUALITY IS IMPORTANT! If you are creating your own Ads, make sure you're starting with photographs that are **already 300dpi**.

ALL Ads are to be submitted as a pdf in the correct size. Submitting a business card is not a camera-ready Ad.



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CAREFULLY READ THIS!

WE CAN ALSO CREATE YOUR AD FROM THIS PAGE.

DEADLINE IS APRIL 20, 2012.

\$10.00 OFF Ads submitted BEFORE MARCH 26, 2012! (Design fee remains the same.)

Do **NOT** submit an Ad without the design fee. Design fee absolutely **MUST** be included with original payment.

Ads are in black and white.

Front Inside, Back Inside Cover and Back Cover may be in color for **NO extra Fee**. First come first served basis.

Ad size specification and photo quality is **VERY** important. Make sure your ad is the **exact size** as specified in this document. If any adjustment has to be made because of incorrect ad sizes or for picture quality – **the Design Fee will apply!**

Ads must be submitted as a pdf.

A business card is **NOT** camera ready nor is it the correct size.

You may include an original **HIGH QUALITY -- at least 300dpi --** on a disk WITH signed agreement, this page AND Design Fee. (Photos can NOT be converted from anything less than 300dpi!).

Cover Ads are on a first come, first serve basis -- starting in order with the front inside cover.

Business Ads will appear towards the beginning of the second section of the Program Guide.

Family Ads can include pictures not only of your child but your family members and pet, as well.

Half Page Family Ads can have a maximum of 30 words and ONE picture.

FULL Page Ads may have up to three pictures but one *really good* photograph is best!

Students should **not** appear in dance wear or dance poses for these Ads.

Family Ads will appear in the Program Guide towards the back half of the Program Guide, following Business Ads.

Please note: If a business is mentioned in a Family Ad – the Ad becomes a Business Ad and the Business Rate applies.

HELP US CREATE YOUR AD HERE!

Here is where you – PRINT CLEARLY – what you want to say in your ad!

Remember: Less can make more of a memorable impact – simple is better

Four horizontal lines for writing the advertisement text.

The Design Team will create a memorable and unique Ad for you. If there are any questions, the Design Team will call you. Make sure **you** include all contact information on the Agreement Form. Do not hand in any forms incomplete OR without FULL payment. There is a **\$30.00 Design Fee** for both Business and Family Ads. This includes one proof. Any additions or changes after the first proof will be charged accordingly starting at \$30.00 for the first hour and so on. There are **no refunds**. Paris Ballet & Dance reserves the right to refuse any advertisement.

➡ YOUR SIGNATURE FOR THIS PAGE: _____

You will ALSO sign the next page!



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CONTACT INFORMATION

PRINT AND COMPLETE ALL INFORMATION

OFFICE TO POST DATE RECIEVED: ___ / ___ / ___

PRINT NAME, PRINT ADDRESS AND APT. #, PRINT CITY, STATE & ZIP CODE, DAY TELEPHONE, NIGHT TELEPHONE, PRINT EMAIL, PRINT BUSINESS NAME (if applicable), PRINT BUSINESS ADDRESS AND SUITE, PRINT CITY, STATE & ZIP CODE, TELEPHONE, PRINT EMAIL, PRINT WEB ADDRESS

AD INFORMATION

(For Ad sizes, please see Ad Specification Section - Previous Page.)

- Business Full Front/ Back Inside or Back Outside Cover (\$175.00) *
Business 1/2 Page (\$45.00) **
Business Full Page (\$85.00) **
I would like for you to design my Ad for only \$40.00 more. I have included all information and pictures. ****
Family Full Front/Back Inside or Back Outside Cover (\$155.00) *
Family 1/2 Page (\$35.00) ***
Family Full Page (\$65.00) ***
I would like for you to design my Ad for only \$40.00 more. I have included all information and pictures. ****

Make sure you include your 300dpi jpeg -- on a disk -- with this agreement form.

* Cover Ads are on a first come, first served basis -- starting in order with the front inside cover.

** Business Ads will be towards the front second half of the Program Guide.

*** Family Ads will be towards the back half of the Program Guide, following Business Ads.

**** Please include ALL information and high quality pictures that you wish to include in your Ad.

Students should not appear in Ads wearing dancewear or in dance poses.

Remember: Less can make more of a memorable impact!

I am paying by Check #, I am paying by Cash, I am paying by VISA or MasterCard, VISA or MC #: EXP DATE: CODE (on back of card)

*TOTAL AMOUNT PAID = \$

YOUR SIGNATURE:

*Make sure to include the \$30.00 Design Fee, if applicable!

*No Ad will be created without the PRE-PAID Design Fee.

*Design Fee is the same for all Ads - no matter when submitted.



ALL ORDERS MUST BE COMPLETELY FILLED OUT AND SIGNED HERE Do not forget to include ALL Fees!

All advertisement and design fees must be pre-paid and accompany this agreement, and Ad design by APRIL 20, 2012.

The \$30.00 Design Fee includes one proof. Any additions or changes after the first proof will be charged accordingly starting at \$30.00 for the first hour and so on.

Placement in the Program Guide is in order of receipt of this agreement and payment, and according to type of Ad and design. There are no refunds. Paris Ballet & Dance reserves the right to refuse any advertisement.