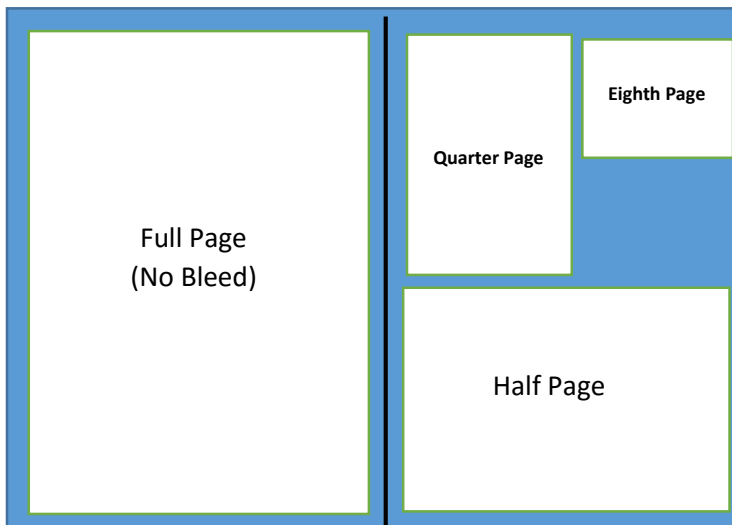


Dance Works

Winter Recital Program Advertising

For dancer dedications and/or your business



DISPLAY AD SIZES & RATES		
Size	Dimensions (width x height)	Price
Eighth Page *	3.625" W x 2.312" H	\$20
Quarter Page	3.625" W x 4.875" H	\$35
Half Page	7.5" W x 4.875" H	\$50
Full Page (Non Bleed)	7.5" W x 10" H	\$75

- If you provide a business card, we can scan it to fit the eighth page ad. You must supply your card **by December 14, 2015. Absolutely NO Exceptions.**

AD DEADLINE is DEC 14, 2015 - NO EXCEPTIONS

PLEASE SUBMIT YOUR HARDCOPY/BUSINESS CARD TO THE FRONT DESK WITH THIS COMPLETED FORM or YOU MAY SUBMIT YOUR AD BY EMAIL TO: Albert Margolis (amargolis@zoho.com).

- We prefer that all ads are CAMERA-READY.** You may supply a CD or flash drive. All electronic ads must be in JPEG (preferred) or PDF format – 300 dpi. If you cannot supply an electronic file, **laser printer output** (not inkjet) works as well. Be sure to NOT fold or staple your ad or business card when you are supplying it in hard copy format.
- EMAILING YOUR AD? You **MUST** still complete this paperwork, include a hard copy printout of the ad and mail it with your check made out to Dance Works 25421 Trabuco Road, Suite #2 Lake Forest CA 92630, or drop it off at the studio front desk. Then email your file to amargolis@zoho.com. In the subject line right "Recital Ad Winter 2016" and your last name. **ONCE YOUR HARD COPY OR EMAIL IS RECEIVED – You will receive a confirmation email from Albert M within 24 hours. No confirmation?...means he doesn't have your ad.**

Advertiser's (Contact) Name _____ Phone _____

Company Name _____ Email _____

Address _____ City _____ Zip _____

AD Size _____ I Have Emailed my AD _____

Dancer's Name _____ Amount Paid _____

Please make checks payable to Dance Works and bring this order form and your ad (if not emailed) into the studio, or mail it to arrive no later than December 14, 2015 to: Dance Works 25421 Trabuco Road, Suite #2 Lake Forest, CA 92630

FOR OFFICE USE ONLY: Cash Check CC Transaction # _____ Amount \$ _____

PLEASE READ THESE VERY IMPORTANT GUIDELINES

HOW DO I KNOW IF MY AD IS CAMERA-READY OR NOT?

If you are supplying us an electronic computer file by email, CD or flash drive, then you are providing camera-ready artwork. If you are giving us a business card or some printed material that we need to scan into the computer, then you are providing NON-camera ready art.

IF YOU ARE PROVIDING NON-CAMERA READY ARTWORK

1. **YOUR DEADLINE IS DECEMBER 14, 2015. THERE ARE NO EXCEPTIONS.**
2. **USE THE SIZES THAT ARE LISTED TO DEVELOP YOUR AD** – If you are creating an ad for us to scan, it is important that you make it to fit the sizes we have listed. If you don't, your ad might not be able to be sized proportionally, and it will be returned to you. A black and white **laser** (NOT ink jet) print out is acceptable. If you supply a business card, every effort will be made to scan it "as is" and size it to fit the eighth page ad. Colored or "busy" business cards can result in a poor scan, because photos and text scan best at different resolutions. **Please note:** the eighth page ad is not the exact dimension of a business card and the business card will be sized accordingly to fit.
3. **DO NOT FOLD OR STAPLE!!!** For best results, place your business card in a Ziploc-type bag and staple the bag to the form. If you are supplying a hard copy laser print out for us to scan, please be sure not to fold or staple it as well. Place it in an envelope and then attach the envelope to the form.

IF YOU ARE SUPPLYING CAMERA READY ARTWORK

1. **YOUR DEADLINE IS DECEMBER 14, 2015.** If your ad is received after that date, it will only be used if there is extra room on the ad pages.
2. **YOUR AD MUST BE CAMERA READY!** For best results, email it to us. You can supply it on CD or Flash Drive.
3. **USE THE SIZES THAT ARE LISTED TO DEVELOP YOUR AD!** We may be unable to adjust the size of your camera ready artwork and this will result in your your file being returned to you.
4. **SCAN THE PHOTOS AT 300 DPI.** If you are scanning a photo for your ad, please use the 300 DPI setting. Anything less will result in poor print quality and anything larger will result in a much larger file size and make it difficult for us to manipulate.
5. **ACCEPTABLE FILE FORMATS: Preferred are .jpg files.** Also accepted are Ho-res .pdf, Microsoft Word or Power Point. Please do not send Microsoft Works, WordPerfect, Pages, Illustrator or Photoshop. If you are working in these formats simply save the file as a .jpg or high-res .pdf.
6. **EMAIL INSTRUCTIONS:** Email your file to amargolis@zoho.com. Be sure to say in your subject line "Recital Ad Winter 2016". When you email your ad to Albert, you **must also** submit a completed ad form **with a hard-copy print out of your ad** and supply payment to Dance Works before your ad space can be reserved and placed into the program. **MAKE SURE YOU RECEIVE AN EMAIL CONFIRMATION FROM Albert M. ONCE YOU HAVE SUBMITTED YOUR AD.**

QUESTIONS?

Email any questions you have to Albert at amargolis@zoho.com. We'd like to answer questions on the front end of the process rather than resolve problems close to the deadline. Thank you.

AGAIN, THERE WILL BE NO ADS ACCEPTED AFTER DECEMBER 14, 2015. The program will be sent to the printer and we will not have enough time to process the ads properly. Please plan accordingly.