

# 2021 AD and PICTURE F.A.Q

Every year The Dance Connection hosts an AD CONTEST. The Ad Contest runs from January to February 11, 2021. Each student has the option to sell Ads to family, friends, and businesses. Sold Ads are placed in the Revue Book, which becomes available to the public at the Revue. Students selling a certain dollar amount of Ads will receive their picture in the Revue book at no additional cost. The student selling THE MOST Ads over a specified dollar amount will be our 2021 15<sup>th</sup> Anniversary Cover Girl! For a detailed list of what the Cover Girl and other Ad winners will receive please see the Ad Information Packet.

## ➤ IS THERE A DIFFERENCE BETWEEN ADS AND PICTURES?

Yes. Ads are located in the second half of the Revue book and may include text, such as congratulatory notes to students, and business advertisements, such as business cards. Pictures are located primarily in the front half of the Revue book. Pictures may not include Ads or text in them unless the picture is a whole photo page (8x10 or 4 - ¼ photos).

\*\* The Ad/Message that will be included under full page photo must be typed and turned in with all other Ads by the due date. The phrase 'Love, Your Family' will appear under any full page picture missing this Ad/Message.

## ➤ CAN I PURCHASE MORE THAN ONE PHOTO IN THE BOOK?

Yes, however there is a limit on how many photo pages can be purchased per student. **Each student is allowed up to one (1) photo page** with the exception of "Platinum" Ad winners. If you would like more than 1 "photo" of your child in the book there are options. You can do a ½ page which is 2 - ¼ page photos or a whole page which is 4 - ¼ page photos.

## ➤ DO I HAVE TO SELL ADS?

NO! Participation in the Ad contest is optional. If opting not to sell Ads, you may purchase a picture in the Revue book. Please see the Ad Information Packet for the price list.

## ➤ WHY SHOULD I SELL ADS?

By selling ads, you can cover the cost of placing your child's picture in the revue book with no out of pocket expense to you. Ads are meant to save you (the parent) money. In order to receive a picture (no cost to you) in the book, you will have to sell a certain number of Ads. You will have to sell at least \$170.00 in Ads to receive a ¼ page photo. The more Ads you sell the bigger the picture (complete breakdown listed in Ad information Packet). The easiest way to receive a picture in the Revue book is to ask your family to purchase Ads. Keep in mind, if you sell at least \$375.00 of Ads or more, your child will also receive a trophy! If you sell more than \$750 of Ads, your child will receive a trophy and reserved seats at the Revue. Please see the Ad Information Packet for a complete breakdown of prizes. \*\*Reminder students are only allowed one photo page.

## ➤ TO WHOM CAN I SELL ADS?

You may sell Ads to anyone and everyone that will purchase one from you. The easiest Ads to get are from Mom, Dad, Grandmaw, Grandpaw, Nanny, etc. However many local businesses support our Ad contest every year.

## ➤ WHAT SHOULD I WRITE IN MY ADS?

You may write anything you wish to the student participating in the Revue. Examples of Ads can be found in last year's revue book. A copy is located at the reception desk.

## ➤ CAN I REQUEST GRAPHICS OR ARTWORK IN MY AD?

Yes. Any graphic that you would like in your Ad must be submitted with your Ads on the specified due date. Please keep in mind that the book prints in black and white, sometimes colored artwork does not show up well.

## ➤ CAN I PUT PICTURES IN MY ADS?

Yes. Pictures can be placed in any *full page* or *½ page* Ad for an additional \$ 20.00. Please make sure the photo is high quality and please note that any photos turned in will not be given back. We can also place any photo that is taken with our photographer in your Ads. Please let us know if you would like to use our photographer's photos.

## ➤ HOW DO I COMPETE IN THE COVER CONTEST?

The student submitting the most Ads/Money over \$1500.00 will be the winner. It's a lot easier than you think! Don't forget that 2<sup>nd</sup> place is our "Back Cover Girl" and 3<sup>rd</sup> Place is our "Inside Front Cover Girl"! Please see the Ad Information Packet for a complete breakdown of prizes.

➤ **WHEN IS THE AD CONTEST DEADLINE?**

All Ads are due NO LATER than **February 11, 2021**. The Cover Girl will be announced on **Thursday, February 11, 2021, at 6:30PM**. **Anyone submitting \$1500 or more should be at the studio at this time!**

➤ **HOW DO I SUBMIT ADS?**

**Step 1:** Ads can be turned in at any time in the Ad box located in the lobby. To ensure accuracy, Ads must be submitted as a hardcopy and electronic copy via email to [thedanceconnection@hotmail.com](mailto:thedanceconnection@hotmail.com). All Ads **MUST BE TYPED!** Handwritten Ads will **NOT** be placed in the Revue book! **Any ads received that are handwritten will be returned for proper (typed) submittal.** Ads will appear in the book exactly as you submit them so please make sure to check spelling, formatting, etc. before submitting them! *All ads should include the child's name. Please be sure to label each ad with the size you desire.*

There are two versions that will be accepted electronically:

1. Submit Word Document or .PDF
2. Type information into the body of email

**Step 2:** All Collected money along with the completed yellow summary sheet should be submitted in a sealed envelope with your child's name and class printed clearly on the front. (You may type your Ads in the boxes provided on the example sheets below if you would like.) With the large student base, both steps are crucial to ensure Ad accuracy and correct placement in the Revue book. Thank you in advance for your cooperation.

➤ **IF I AM NOT SELLING ADS HOW DO I GET MY CHILDS PHOTO IN THE BOOK?**

Please see the Ad Information Packet for a price list. Once you have decided which size photo you would like please fill in the green summary sheet and submit along with payment in a sealed envelope labeled with your child's name and class.

➤ **CAN I USE PHOTOS TAKEN BY ANOTHER PHOTOGRAPHER?**

All Photos that go in our Revue book will be taken by *OUR PHOTOGRAPHER* (you can use any photos for your Ads). We do not allow other photographers photos in our book except for in the Ads!

➤ **CAN I STILL TAKE PICTURES AT THE STUDIO DURING PICTURE WEEK EVEN IF I DO NOT INTEND FOR MY CHILD'S PHOTO TO GO IN THE BOOK?**

NO, in order to take pictures with our photographer during picture week your child's picture must be going in our Revue book. NO EXCEPTIONS

➤ **DO I GET A COPY OF THE PICTURE THAT IS TAKEN OF MY CHILD?**

The cost listed in the Ad Information Packet only includes your sitting fee and for your child's photo to be placed in the book. You will be able to choose which photo of your child is placed in our book. If you would like photo packages they will be available for purchase through the Photographer. Order forms will be available at the studio during picture week.

➤ **HOW DO I GET A REVUE BOOK?**

Every student who has a photo going in our book either by selling Ads or paying cash fee will receive one (1) revue book for FREE! You will be able to pre order more books by filling in the chart that will be placed in the lobby. Pre ordered books will be sold for \$10.00. Books will also be on sale the day of the Revue. Examples of past Revue books will be available in the lobby for you to view!

➤ **HOW DO GROUP PHOTOS WORK?**

Group photos are limited to those students who have their picture going in the Revue book by either selling ads or paying the cash fee. Every class will take group photos to be placed in our Revue book!

***Thank you for your support and good luck!!!***

**ALL ADS, AD MONEY & CASH FEES SHOULD BE TURNED IN NO LATER THAN: February 11, 2021.**