



## *2018 Revue Book Pictures and Ads*

We are very exciting to be celebrating our 12<sup>th</sup> Anniversary this year. To help make this year extra special, we would love to have a picture of each and every student in this year's program book. Please note that by including your child's picture in the revue book, you will receive one (1) book at no additional cost. It will make a wonderful keepsake commemorating this event.

*Please Note:*

*There are two ways to have your picture included in the revue book.*

- 1. Sell Ads (YELLOW SHEET)*
- 2. Pay Cash Fee (GREEN SHEET)*

*Pictures will be taken at the studio in April. A detailed schedule will be sent out as the date approaches.* (Only students who have paid the cash fee/sold Ads will be allowed to take pictures with our photographer during picture week.) **Each student is allowed up to one (1) photo page** with the exception of "Platinum" Ad winners.

*There are two separate information sheets attached.*

- If you would like to Sell Ads, please refer to the Yellow sheet.*
- If you would like to Pay the Cash Fee, please refer to the Green sheet.*

**ALL ADS, AD MONEY & CASH FEES SHOULD BE TURNED IN  
NO LATER THAN: February 24, 2018.**

# 2018 Ad Contest Information

The DEADLINE for the AD CONTEST is 10:00AM on Saturday, February 24, 2018 at the studio. All students participating in the Cover contest must have an adult representative present to win. Only **1<sup>st</sup> Place Ad Winner (Front Cover Girl)** will be announced at that time. Ad contest is open to all students of The Dance Connection. Accounts must be up to date to be considered for 1<sup>st</sup>, 2<sup>nd</sup> or 3<sup>rd</sup> place Ad Winner!

**(Note: Those attending contest should be submitting a minimum of \$1500, competing for First Place Ad Winner)**

- 1<sup>st</sup> Place Ad Winner** The student turning in the most Ads/cash fees of at least \$1,500.00 will be our 2018 "Cover Girl"! Our Cover Girl will receive: (Cover limited to Siblings only!) 1<sup>st</sup> place Ad Winner trophy to be presented at the Revue, Picture on front cover of Revue book, Private photo shoot (with Top 3 Ad Winners) with professional photographer, 8x10 color group photo with other Ad Winners in Revue Book, 8 x10 color photo page with Ms. Christie and Ms. Theresa in Revue Book, Special "Top Ad Winner" color photo page in Revue Book, 2 full photo pages in Revue Book, Special feature in the Opening number, 10 reserved floor seats at the Revue.
- 2<sup>nd</sup> Place Ad Winner** The student turning in the second highest amount of Ads/cash fee of at least \$1,200.00 will be our 2018 Back Cover Girl and will receive: 2<sup>nd</sup> place Ad Winner trophy to be presented at the Revue, Picture on back cover of Revue book, Private photo shoot (with Top 3 Ad Winners) with professional photographer, 8 x 10 color group photo with other Ad Winners in Revue Book, Special "Top Ad Winner" color photo page in Revue Book, 2 full photo pages in Revue Book, 8 reserved floor seats at the Revue.
- 3<sup>rd</sup> Place Ad Winner** The student turning in the third highest amount of Ads/cash fee of at least \$1,000.00 will be our 2018 Inside Front Cover Girl and will receive: 3<sup>rd</sup> place Ad Winner trophy to be presented at the Revue, Picture on inside front cover of Revue book, Private photo shoot (with Top 3 Ad Winners) with professional photographer 8 x 10 color group photo with other Ad Winners in Revue Book, Special "Top Ad Winner" color photo page in Revue Book, 2 full photo pages in Revue Book, 6 reserved floor seats at the Revue.

**There will be NO TIES FOR 1<sup>st</sup>, 2<sup>nd</sup>, or 3<sup>rd</sup> PLACE AD AWARDS.**

**Ad Winner "Platinum"** - All students submitting **\$1,000.00** or more in ADS will receive: 2 Whole Photo Pages, Ad Winner "Platinum" trophy to be presented at the awards ceremony during dress rehearsal week! 8 x 10 color group photo with other "Platinum" Ad Winners in Revue Book, 4 reserved floor seats at the Revue.

**Ad Winner "Gold"** - Any student submitting a minimum of **\$750.00** in ADS will receive: 1 Whole Photo Page (1 8x10 or 4 ¼ photos), Ad Winner "Gold" trophy to be presented at the awards ceremony during dress rehearsal week! Group photo with other "Gold" Ad Winners in Revue Book, 2 reserved floor seats at the Revue.

**Ad Winner "Silver"** - Any student submitting a minimum of **\$500.00** in ADS will receive: 1 Whole Photo page (1 8x10 or 4 ¼ photos), Ad Winner "Silver" trophy to be presented at the awards ceremony during dress rehearsal week! Group photo with other "Silver" Ad Winners in Revue Book.

**Ad Winner "Bronze"** - Any students turning in a minimum of **\$375.00** in ADS will receive: 8x10 photo page, Ad Winner "Bronze" trophy to be presented at the awards ceremony during dress rehearsal week! Group photo with other "Bronze" Ad Winners in Revue Book.

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

**ALL ADS, AD MONEY & CASH FEES SHOULD BE TURNED IN  
NO LATER THAN: February 24, 2018.**

# *Selling Ads*

Selling Ads is a great way to defer the cost of purchasing a picture for your child in the revue book. Ads can be sold to family, friends and businesses. Business Ads are tax deductible, Tax ID # / Donation forms are available upon request. **ALL ADS MUST BE TYPED** to ensure accuracy. They should include your child's name and the size of the Ad being purchased. Ads will appear in the book exactly as you submit them so please make sure to check spelling, formatting, etc. before submitting them! All Collected money, a hardcopy of ads submitted, 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. The envelope should be placed in the ad box located in the lobby. To ensure accuracy, Ads must be emailed to [thedanceconnection@hotmail.com](mailto:thedanceconnection@hotmail.com)

The picture size you receive in the book will be determined by the amount of Ads you sell. Please see below for the number and size picture you will receive based on the amount of Ads you submit.

1/4 page picture	- 1 picture	(1 - 3" x 5" Photo) approx. size	\$170.00 minimum in Ads
Half Page	- 2 pictures	(2 - 3" x 5" Photos) approx. size	\$270.00 minimum in Ads
Whole Page	- 1 picture	(1 - 8" x 10" Photo) approx. size	\$350.00 minimum in Ads
Whole page	- 4 pictures	(4 - 3" x 5" Photos) approx. size	\$425.00 minimum in Ads

We have many different ad sizes to choose from. Below is a list of ad prices, please see the examples attached for actual size representation.

<u>Ad Prices</u>	
\$5.00 Ad	\$75.00 ¼ page Ad
\$25.00 Ad	\$125.00 ½ page Ad
\$40.00 Business Card Size	\$200.00 Whole page Ad

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 during picture week if you would like to use our photographer's photos.

## SUMMARY SHEET - Submitting Ads

Student's Name : \_\_\_\_\_

**STEP 1 :** Please fill out the Ad chart below.

Ad Sizes	Number of Ads Sold	Total Dollar Amount of Ads Sold
\$ 5.00 Ads		
\$ 25.00 Ads		
\$ 40.00 Ads		
\$ 75.00 Ads		
\$ 125.00 Ads		
\$ 200.00 Ads		
Pictures in Ads		
Grand Total		

**STEP 2:** Please circle which size picture you would like. Each student is allowed up to one (1) photo page with the exception of "Platinum" Ad winners.

1/4 page picture	(1- 3" x 5" Photo)	-\$170.00 minimum in ads
Half Page	(2 - 3" x 5" Photos)	-\$270.00 minimum in ads
Whole Photo Page	(1- 8" x 10" Photo)	-\$350.00 minimum in ads
Whole Photo Page	(4 - 3" x 5" Photos)	-\$425.00 minimum in ads

TOTAL SUBMITTED: \_\_\_\_\_

**STEP 3:** Please submit cash payment or check payable to **The Dance Connection in envelope** labeled with student's name and ads submitted. (Please email electronic version to [thedanceconnection@hotmail.com](mailto:thedanceconnection@hotmail.com) )

**STEP 4:** If you have submitted enough ads for a Whole Photo Page, please type the message to be included at the bottom of your child's photo page. The phrase 'Love, Your Family' will appear under any full page picture missing this Ad/Message

Message for Bottom of the photo page

## ***Paying Cash Fee***

Below is the price list if you would like to pay the cash fee to have your child's picture in the Revue book. 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.

<b>1/4 page picture</b>	<b>- 1 picture</b>	<b>(1 - 3" x 5" Photo)</b> approx. size	<b>\$85.00 Cash Fee</b>
<b>Half Page</b>	<b>- 2 pictures</b>	<b>(2 - 3" x 5" Photos)</b> approx. size	<b>\$160.00 Cash Fee</b>
<b>Whole Page</b>	<b>- 1 picture</b>	<b>(1 - 8" x 10" Photo)</b> approx. size	<b>\$225.00 Cash Fee</b> *includes message under photo
<b>Whole page</b>	<b>- 4 pictures</b>	<b>(4 - 3" x 5" Photos)</b> approx. size	<b>\$275.00 Cash Fee</b> *includes message under photo

*For any Additional student in any size photos (cousins/friends) please add \$10.00/child. Siblings are included in the price above.*

# SUMMARY SHEET

## Paying Cash Fee

Student's Name : \_\_\_\_\_

**STEP 1: Please circle which size picture you would like.** *Each student is allowed up to one (1) photo page with the exception of "Platinum" Ad winners.*

1/4 page picture	(1- 3" x 5" Photo)	-\$85.00 Cash Fee
Half Page	(2 - 3" x 5" Photos)	-\$160.00 Cash Fee
Whole Photo Page	(1- 8" x 10" Photo)	-\$225.00 Cash Fee
Whole Photo Page	(4 - 3" x 5" Photos)	-\$275.00 Cash Fee

TOTAL SUBMITTED: \_\_\_\_\_

**STEP 2: Please submit cash payment or check payable to The Dance Connection in envelope labeled with student's name and photo cash fee.**

**STEP 3: If you are purchasing a Whole Photo Page, please type the message to be included at the bottom of your child's photo page.** The phrase 'Love, Your Family' will appear under any full page picture missing this Ad/Message

Message for Bottom of the photo page