



rates, sizes, specs

Rates* (per ad)	1 x	2-4 x	5 x plus	Summer Annual**
PRINT				
Back Cover 4-colour	\$792	\$714	n/a	\$1,172
Inside Cover 4-colour	\$731	\$658	n/a	\$1,082
Full Page b/w	\$489	\$442	\$398	\$721
1/2 Page b/w	\$307	\$281	\$252	\$447
1/3 Page b/w	\$258	\$232	\$211	\$382
1/6 Page b/w	\$162	\$146	\$129	\$242
Small Square	\$87	\$76	\$66	\$136
Marketplace or Performance Listing	\$35	\$33	\$30	\$48
WEB				
destinationdancedance.ca				
The Loop	\$125	\$119	\$113	n/a
Vertical Banner	\$159	\$150	\$142	n/a
Square Button	\$89	\$79	\$75	n/a

(subject to change)

*All rates are net of GST and agency commission **Expanded distribution & circulation for 3 months

Dimensions (w x h)	square	vertical	horizontal
PRINT			
Full, Back & Inside Covers	n/a	Bleed*: 8 3/8" x 11 1/8"	n/a
1/2 Page	n/a	n/a	7.5" x 4.875"
1/3 Page	4.875" x 4.875"	2.375" x 10"	7.5" x 3.125"
1/6 Page	n/a	2.375" x 4.875"	n/a
Small Square	2.375" x 2.375"	n/a	n/a
Marketplace or Performance Listing	60 word max. including heading		n/a
WEB			
destinationdancedance.ca			
The Loop	n/a	n/a	180px x 120px
Vertical Banner	n/a	120px x 240px	n/a
Square Button	125px x 125px	n/a	n/a

File formats for print artwork

Preferred digital file format is PDF/X1a. No application files such as QuarkXPress documents will be accepted. All digital files must conform to SWOP specifications. One ad per file only. Files must be composite (all colors on one page). Scanned images must be high-resolution (300 dpi), CMYK (no spot colors, RGB, LAB, or ICC color profiles), and saved in TIFF or EPS format. All fonts must be included and be Type 1 or 3 (no Truetype). Ad orientation: right reading, portrait mode (no rotations), 100% (actual size). Standard trim and bleed marks must be included in all separations. All trapping and overprints must be included in file. The Dance Current prints at 133 lpi (lines per inch). *For full bleed ads, include crop marks. Trim size is 8 1/8" w x 10 7/8" h. Safety is 7 7/8" w x 10 5/8" h (no text beyond this).

File formats for web artwork

Preferred digital file format is JPG at 72 dpi. File size approximately 30K.

PROFILE BUILDER PACKAGE

Purchase any size display ad in 8 consecutive months and get the equivalent size ad in the Summer Annual for the 5 x plus rate

CELEBRATE INTERNATIONAL DANCE DAY

with a \$35 logo on our IDD page
Book an ad in our April print issue and place a logo for HALF PRICE!

BE PART OF OUR SUMMER SCHOOL DIRECTORY

April print/web ads & May print ads for summer intensives receive an enhanced marketplace listing in our May issue directory

NEW!
Ask us about our print/web event bundle, a tailored multi-media promotions package.

★ QUICK TIP *The Dance Current* is read across Canada and abroad! Don't forget to add the city, province or area code for your event or organization.