



**Parents:** The summer is coming up fast!

***Wish your dancer "Good Luck" in her  
Friday Night Show Program!***

It's easy to place a "Good Luck" ad...

**1) Pick your ad size:**

Half page = 4 3/4" wide x 3 3/4" high = \$60

1/4 page = 2 1/4" wide x 3 3/4" high = \$40

1/8 page = 2 1/4" wide x 1 3/4" high = \$25

(See the back of this paper for examples)



An example 1/8 page ad

**2) Design your ad & write your message:**

Using the measurements above and the guidelines on the reverse page, outline your "Good Luck" ad on a piece of paper. Feel free to use the cut-outs on the reverse page, if you like. Diagram your ad exactly as you would like to see it printed in the program.

- **Half page** = room for one large picture or several smaller pictures with a short message, or one small picture and a longer message, or no pictures and a very long &/or very large message. Nearly anything is possible within this ad size (within reason, of course!).
- **1/4 page** = room for one or two smaller pictures with a message of moderate length.
- **1/8 page** = room for one small photo &/or a shorter message.

**3) Submit your diagramed ad request with payment by Friday, June 6**

Scan and email your completed ad outline, along with written permission to charge your ADTC account for the full amount of the ad you are purchasing to [Lindsey@DanceADTC.com](mailto:Lindsey@DanceADTC.com). You may also mail your ad with payment by credit card or permission to charge your account to: ADTC, PO Box 14922, San Francisco, CA 94114. Be sure to include your camp session and ADTC location with your submission along with your name and phone number in case we need to contact you!

***Please see reverse for more detailed ad specifications***

**Local business ads also are being accepted!  
Please call for details.**

**For more information, contact Lindsey Fadner at  
415-828-6274 or [Lindsey@DanceADTC.com](mailto:Lindsey@DanceADTC.com)**

## **SPECIFICATIONS FOR DESIGNING & SUBMITTING A “GOOD LUCK” AD:**

- a) We **must** receive your “Good Luck” ad request on or before Friday, June 6. Any “Good Luck” ad requests received after this date cannot be included in the program. We apologize for any inconvenience.
- b) Because we will not have time to allow individual “Good Luck” advertisers to “proof” their submissions, we must receive an outline for every “Good Luck” ad. Diagram your ad exactly as you would like to see it printed on a piece of paper within the appropriate dimensions, then submit that diagram to us with payment. Feel free to use the cut-outs below to design your ad outline.
- c) If designing your ad outline free-hand, be sure to write legibly. You may also type your outline, if desired. Either way, please make your outline as clear and concise as possible.
- d) Creativity is encouraged -- we will do our best to accommodate your wishes for your ad. However, remember we are dancers, not graphic designers. Thank you in advance for your understanding if we are unable to lay out your ad exactly as you would like. We will make every attempt to contact you if we need to make a material change to your ad.
- e) All “Good Luck” ads will be printed in black & white. There will be no full page “Good Luck” ads.
- f) The measurements provided include allowance for margins. Feel free to use the full space noted.
- g) If you would like to include photos or graphics in your ad, we can scan in the images you wish to use, or we can accept digital images via email (preferred).
  - **If submitting digital photos:** Send your images to [Lindsey@DanceADTC.com](mailto:Lindsey@DanceADTC.com). Please include your child’s camp session & location along with your name and phone number in your email.
  - **If submitting printed photos:** Include a self-addressed, stamped envelope with your ad request, and write your name, address and phone number on the back of each photo. We will return your photos as soon as possible. Keep in mind accidents can happen - we cannot be held responsible if a photo is damaged or lost. Thank you for your understanding.

The program will be in booklet form (letter-size pages, landscape layout, folded in half). Below is an example ad page layout, turned on its side. Feel free to use the cut-outs below to design your ad outline.

