

ENCORE PAC **AD CONTEST GUIDELINES**

We are excited to present our 2018 Recital Book AD Contest at Encore Performing Arts Center. Each student has the option to sell ads to family, friends, and businesses. Sold ads and pictures are placed in the Recital Program Book, which becomes available for sale to the public at the recital.

Our beautiful Recital Book is a wonderful keepsake for your terrific year at Encore. (See last year's book at desk for sample.)

HOW DOES IT WORK: The student selling **THE MOST ADS (including pictures, well wishes and ADs)** will win a \$100 monthly DANCE SCHOLARSHIP FOR SEASON 2018-2019, as well as recognition in this year's Recital Book.

2nd Place will receive \$75 monthly scholarship

3rd Place will receive \$25 monthly scholarship

***All scholarships are subject to change based on contest participation.**

Try to get ads from businesses! Have them advertise with us and let them know we reach over 1500 people at our show annually. Encourage them to use a coupon in their ad for more of a response.

***CAN I REQUEST GRAPHICS OR ARTWORK IN MY AD?**

No. The graphic designer at Encore will choose all graphics and artwork in the recital book according to the theme. However, graphics on business cards, professionally set and published ads, and ads emailed with a graphic already included are fine.

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

All ads are due NO LATER than May 2nd

***HOW DO I SUBMIT ADS?**

EMAIL **ALL** ADS to **ads@encoredanceschool.com**. Ads emailed to any other address are not guaranteed to be in the recital book. **THIS IS THE ONLY WAY!!**

Text can be placed in the email body, or attached in a MS Word document file. Pictures or Graphics **must** be attached in a jpeg file format and **MUST be 300dpi resolution**.

ANY ADS CONTAINING BOTH TEXT AND IMAGES MUST BE SUBMITTED IN THE SAME EMAIL. DO NOT SEND TEXT AND IMAGES SEPERATELY!!!

2018 Recital Book Ad & Picture Information

AD PRICES

\$5.00 one -line congratulations **All \$5.00 ads are limited to 15 characters or less**

\$35.00 - Business Card Size

\$80.00 - ¼ page

\$125 - Half page ad

\$150.00 - Full page ad

\$350.00 inside back cover and inside front cover (color) **(first come first serve so please get your add in ASAP)**

Name: _____

Phone Number _____

Grand total: _____