

# WHAT TO EXPECT FOR THE AD CONTEST

We are excited to present our second annual AD Contest at Encore Performing Arts Center. Each student has the option to sell ads to family, friends, and businesses. Sold ads are placed in the Recital Program Book, which becomes available to the public at the recital. The student selling **THE MOST ADS totaling over \$850.00 will win her/his spot on the front cover of the review book, a beautiful trophy, one 8X10 color picture in the recital book, six free recital tickets to our show and 3 days and 2 nights at the Split Rock Resort in the Poconos!**

- **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, Grandparents, Relatives, etc.

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. Encore will also link their website to ours for 3 months.

- **WHAT SHOULD I WRITE IN MY ADS?**

You may write anything you wish to the student participating in the recital.

- **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.

- **CAN I RECEIVE A FREE PICTURE IN THE RECITAL BOOK?**

Yes! In order to receive a FREE picture in the book, you will have to sell a certain number of **ADS**. If you sell at least \$300.00 in **ADS** you will receive a free ¼ page picture in our book.

- **HOW DO I COMPETE IN THE COVER CONTEST?**

The student selling the most ads over \$850.00 will be the winner.

- **DO I HAVE TO SELL ADS?**

Participation in the ad contest is optional. If opting not to sell ads, you may purchase a picture in the recital book. Pictures do not count as ads when competing in the contest.

All pictures must be at least 300 pixels and of good quality to appear in our book. We can not accept pictures from phones, they must be attached in a jpeg file.

- **HOW MUCH IS IT TO PURCHASE A PICTURE IN THE RECITAL BOOK?**

\$35.00 – business card size

\$80.00 – ¼ page

\$125.00 – ½ page

\$250.00 – full page

\$350.00 – inside (color) front cover

\$400.00 – back (color) cover

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

All ads are due **NO LATER** than May 21st. The Cover Girl will be announced on Tuesday, May 22<sup>nd</sup> 7:30 pm, at Encore.

• **HOW DO I SUBMIT ADS?**

Step 1: EMAIL ALL ADS to [ads@encoredanceschool.com](mailto:ads@encoredanceschool.com) Ads emailed to any other address are not guaranteed to be in the recital book. THIS IS THE ONLY WAY!! Attach ads with pdf or doc file.

Olympic Photograph Studios is helping Encore with the ability to use any one of their pictures from the photo shoot on May 12<sup>th</sup>. The pictures need to be of certain quality for the book. If you intend to use your own photo, it need to be at least 300 pixels.

***2011-12 Recital Book Ad & Picture Information***

**AD PRICES**

\$5.00 one line congratulations

\$35.00 - Business Card Size

\$80.00 - ¼ page

\$125 - Half page ad

\$250.00 – Full page

\$350.00 insideback cover (color) and

\$400.00 back cover (color)

First one to hand in the back cover or front inside/back inside cover wins!

---

**1<sup>st</sup> place Winner Trophy**

Picture on Front Cover of Revue Book

1 8x10 color picture in Revue Book

3 days/ 2 nights at Split Rock Resort in the Poconos

Priority reserved seats at Revue (6 seats)

**2<sup>nd</sup> Place Ad Winner Trophy**

Group picture of Top Ad Winners in revue book

1 8X10 black & white picture in revue book

Priority Reserved Seating at Revue (4 Seats)

**3<sup>rd</sup> Place Large Ad Winner Trophy**

Group picture of Top Ad Winners in revue book

One ½ page black & white picture in revue book

Priority Reserved Seating at Revue (2 Seats)

***All \$5.00 ads must only contain the following:***

***15 characters***

***2012 Ad & Picture Totals***

***Name:*** \_\_\_\_\_

***Class:*** \_\_\_\_\_

***Total of \$5.00 ADS:*** \_\_\_\_\_

***Total of \$35.00 ADS:*** \_\_\_\_\_

***Total of \$80.00 ADS:*** \_\_\_\_\_

***Total of \$125.00 ADS:*** \_\_\_\_\_

***Total of \$250.00 ADS:*** \_\_\_\_\_

***CASH Fee Paid for Photo:*** \_\_\_\_\_

***Photo Size:*** \_\_\_\_\_

***Grand Total:*** \_\_\_\_\_