



# Print and digital advertising opportunities 2020

**MIX AND MATCH**  
Book now for any 3 issues  
and receive a 5% discount

# Dance Gazette

For over 85 years, *Dance Gazette* has been the voice of the Royal Academy of Dance. An international dance publication, it is published three times a year in print and online (February, June and October), and sent to approximately 14,000 members. Reach our worldwide membership and dance enthusiasts everywhere through our flagship publication.

## Advertising sizes and rates (excluding VAT)

	Artwork size (w x h)	Bleed	Colour	Mono
Outside back cover	215 x 255mm	3mm	£1,020	£890
Inside front cover	215 x 255mm	3mm	£1,015	£815
Inside back cover	215 x 255mm	3mm	£990	£790
Double page spread	436 x 261mm	3mm	£1,430	£1,060
Full page	215 x 255mm	3mm	£860	£660
½ page horizontal	185 x 107mm	n/a	£530	£440
½ page vertical	87 x 225mm	n/a	£530	£440
¼ page	87 x 107mm	n/a	£310	£260

## Forthcoming issues

February 2021 – published end of January 2021

June 2021 – published end of May 2021

October 2021 – published end of September 2021

## Next deadlines

Booking: 2 December 2020

Artwork: 7 December 2020



For more information and bookings, contact Jessica Wilson  
[E jwilson@rad.org.uk](mailto:jwilson@rad.org.uk) T +44 (0)20 7326 8952

# Dance Gazette

## Inserts

### Costs including postage

International inc. UK & Ireland: £1,200  
(Distribution: 14,000)

UK & Ireland only: £450  
(Distribution: 4,500)

- No extra postage charge for inserts weighing up to 20g
- If insert weighs more than 20g, please ask for a postage quote

### Insert specification

Advertisers who wish to place loose inserts into the Dance Gazette mailing should follow the following instructions:

- Finished size of insert must be no larger than 220mm wide x 260mm high, and no heavier than 50g
- Inserts must be provided folded, if relevant

### Presentation of inserts

- Pallets should be wrapped to provide stability and weather protection of inserts
- Labels must state publication name, publication issue date and quantity of inserts/box or pallet
- An additional handling charge may be applied if inserts have to be re-packed to make them acceptable for production
- Inserts that do not conform to the above specifications may be rejected



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# Focus on Exams

*Focus on Exams* has a worldwide circulation of 12,800 and is essential reading for RAD teachers and examiners, as well as exam candidates and their parents. Full of key information, it is a well-thumbed publication.

It is printed twice a year (June and October), and translated into eight languages. The February edition is a digital issue produced in English.

## Advertising sizes and rates (excluding VAT)

	Artwork size (w x h)	Bleed	Colour	Mono
Outside back cover	175 x 210mm	3mm	£400	£295
Inside front cover	175 x 210mm	3mm	£400	£295
Inside back cover	175 x 210mm	3mm	£375	£270
Full page	175 x 210mm	3mm	£300	£195
½ page horizontal	148 x 89mm	n/a	£185	£130
½ page vertical	67 x 191mm	n/a	£185	£130
Digital issue (February only)	264 x 188 pixels	n/a	£125	n/a

## Next deadlines

Booking: 2 December 2020

Artwork: 7 December 2020



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**5% discount  
for 3 or more  
insertions**

# RAD E-news

E-news is the RAD's main monthly digital communication reaching a global audience within the dance industry. Each edition is packed with interesting news, events and stories from the RAD and the wider world of dance.

## E-news package

Include your advert in all three of our regular newsletters for £300 per month (saving of £100)

Alternatively you can choose an individual insertion at the below rates.

## Members E-news

Circulation: 12,300 RAD members worldwide  
£150 per display advert; £250 per advertorial

## Non-members E-news

Circulation: 16,300 dance enthusiasts worldwide  
£150 per display advert; £250 per advertorial

## CPD E-news

Circulation: 8,000 RAD Registered Teachers worldwide  
£150 per display advert

## Special interest E-news

Circulation: dependent on segment selected (worldwide)  
£150 per display advert

*Rates exclude VAT*

## Deadlines

Booking: 9th of the preceding month

Artwork: 16th of the preceding month

## 2020 E-news publication dates\*

	Members	Non-members	CPD
December	3 Dec	4 Dec	12 Dec
January	7 Jan	8 Jan	10 Jan
February	4 Feb	5 Feb	14 Feb
March	3 Mar	4 Mar	14 Mar
April	7 Apr	8 Apr	11 Apr
May	5 May	6 May	9 May
June	2 Jun	3 Jun	13 Jun
July	7 Jul	8 Jul	11 Jul
August	4 Aug	5 Aug	8 Aug
September	1 Sep	2 Sep	12 Aug
October	6 Oct	7 Oct	10 Oct
November	3 Nov	4 Nov	14 Nov
December	1 Dec	2 Dec	12 Dec

Artwork size (w x h): 264 x 188 pixels

See right for example, or visit <http://bit.ly/1PNEWDy>



For more information and bookings, contact Jessica Wilson  
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The screenshot shows the header of the RAD E-news newsletter. It features a large image of the Sydney Opera House with three ballerinas in white tutus performing in front of it. Below the image, the word "Genée 2016" is written in a bold, blue font. The page contains several columns of text and smaller images related to dance news and events.

Ad

Ad



**5% discount available for multiple bookings**

# Web RADvertisements

The Royal Academy of Dance website at [www.royalacademyofdance.org](http://www.royalacademyofdance.org) receives an average of 55,000 unique visitors and 550,000 page views per month.

Adverts can go live on any working day, and will run for the duration of the month following. One advert can also be booked in multiple positions.

## Sizes and rates (per calendar month, excluding VAT)

	Artwork size (w x h)	Rate	Positioning
Home page MPU	300 x 250px	£250	Home page
MPU (any other web page)	300 x 250px	£200	We will agree on the best position for your advert within the site with you.

## Other online advertising opportunities

We also offer advertising in the main hero image/video section of our homepage, as well as for specific RAD services ('Sponsored by...'). Please contact Jessica Wilson (details below) for more information.

## Booking and artwork deadline

Five working days ahead of insertion.



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**E** [jwilson@rad.org.uk](mailto:jwilson@rad.org.uk) **T** +44 (0)20 7326 8952

The screenshot shows the Royal Academy of Dance website homepage with several advertising slots highlighted:

- Top Right Advert:** A large rectangular slot featuring the text "5% discount available for multiple bookings".
- Hero Section:** Features the "Royal Academy of Dance" logo.
- Left Column:**
  - Latest News:** Includes a thumbnail of a person in a tutu and a link to "What's On Good Dance Teacher".
  - MPU (any other web page):** Includes a thumbnail of a group of dancers and a link to "The 10 Models Award winner announced".
  - MPU (any other web page):** Includes a thumbnail of a woman and a link to "New National Officer of RAD Australia appointed".
- Middle Column:**
  - MPU (any other web page):** Includes a thumbnail of a person's profile and a link to "New Zealand's first RAD teacher appointed".
  - MPU (any other web page):** Includes a thumbnail of a person's profile and a link to "New Zealand's first RAD teacher appointed".
- Bottom Column:**
  - MPU (any other web page):** Includes a thumbnail of two people dancing and a link to "Find an RAD Teacher or dance class near you".
  - MPU (any other web page):** Includes a thumbnail of two people in tutus and a link to "RAD exams".
  - MPU (any other web page):** Includes a thumbnail of a person in a tutu and a link to "Thinking of becoming a dance teacher?".

# Terms and conditions for advertisers

## 1. Formats for artwork

Please supply online artwork by email, as a JPG file (72ppi/dpi), colour profile RGB. Please supply print artwork by email as high-resolution (300dpi) EPS, TIF or PDF. Any alterations will be charged at £75 per hour, including one round of amends. If amendments are required, this will be done in consultation with the advertiser. The RAD reserves the right to amend or reject advertisements that do not comply with our artwork guidelines.

## 2. Rates and refunds

Rates are reviewed annually in April and subject to change from October. Refunds will be based on full payment for advertisements already taken, less a 5% administrative charge. Advertisements cancelled after the booking deadline will be subject to a 50% administrative charge. Charges will still apply for premium positions if an advertisement is cancelled after the booking deadline. Advertisers placing advertisements through agencies will be considered responsible for the payment of any invoice outstanding if the agency does not pay. A 10% agency commission is available. Standard rates do not include VAT, which will be charged at 20%. The RAD reserves the right to review advertising rates.

## 3. Payment

Invoices will only be issued to advertisers who have been granted credit facilities. Advertisers who have completed a credit facility application form and have obtained credit facilities must settle their invoice within 30 days of invoice date. Payment can be made by cheque in the name of 'Royal Academy of Dance', or by bank transfer. Credit accounts which remain outstanding or exceed their credit facility at the time of future advertising will have their credit facilities withdrawn and the RAD reserves the right to withdraw or charge back any preferential discount terms that may have been given at the time of supply. The RAD also reserves the right to charge interest at 1% over base calculated on a daily basis on all overdue accounts.

## 4. Charity advertising

Under Zero Rate Group 15, Items 8 A, B and C, charities may obtain relief on all types of advertisements on any subject, including staff recruitment, design, production and alterations. The name or logo of the charity does not need to be included for relief to be allowed, but charities are expected to only place advertisements which comply with their charitable objects. Any charity wishing to obtain this relief must complete the Request for Zero Rating Form and provide evidence to the RAD that it is a charity. This evidence is usually provided by an original copy of the charity's letterhead attached to the form. Failure to provide such evidence will mean that VAT will be added to the cost of the advertisement.

## 5. EU VAT Registered Traders

Advertisers in the EU may apply for exemption from VAT if they are registered by VAT in their own country. EU VAT Registered Trader exemption may only be given if the advertiser attached a copy of their letterhead to their booking.

## FOR TRANSFERS TO THE ROYAL ACADEMY OF DANCE

### Royal Academy of Dance bank details are:

Bank name	HSBC Bank Plc
Bank branch	Holborn Circus
Bank address	31 Holborn Circus, London EC1N 2HR

### Sterling transfers:

Account name	Royal Academy of Dance
Account number	81783521
Sort code	40-03-28
IBAN	GB91MIDL4003288178521

# Guidelines

## I. ADVERTISING WITH THE RAD

- 1.1 The Royal Academy of Dance aims to attract advertisers to take out advertisements in its publications.
- 1.2 These guidelines are published for current and potential advertisers so that misleading advertisements or conflicts of interest with the RAD are avoided.
- 1.3 Advertising in RAD publications does not imply the endorsement of the advertised product or service by the RAD.
- 1.4 The purpose of these guidelines is to set out criteria governing the acceptance of advertisements appearing in the RAD publications.
- 1.5 The RAD recognises:

- 1.5.1 Its responsibility to comply with the rules set by the Committee of Advertising Practice (CAP) and administered by the Advertising Standards Authority (ASA). These state that advertisements should:
  - not be misleading
  - not cause harm or serious or widespread offence
  - take care in featuring children (a child is defined as someone under 16)
  - not infringe on an individual's privacy
  - not influence political choices
  - comply with data protection legislation
  - take account of the Green Claims Code, where applicable

This standard of care is the minimum acceptable standard.

- 1.5.2 Its responsibility to its sponsors and licensees and contractual obligations therein.
- 1.5.3 Its responsibility to the services it provides.
- 1.5 References to RAD include all branches, subsidiaries and representative offices within the worldwide Group.

- 1.6 References to Dance Gazette include any other publications published locally as well as country-specific editions.
- 1.7 The RAD retains the right to refuse advertisements.

## 2. PRODUCTS AND SERVICES WHICH MAY NOT BE ADVERTISED IN RAD PUBLICATIONS

### 2.1 General

- (a) Advertisements promoting alcohol, tobacco, gambling, lotteries, weight control or slimming aids or other drugs are not acceptable.
- (b) Any advertisements in breach of any rule(s) set by the Committee of Advertising Practice (CAP) as specified in 1.5.1 are not acceptable.

### 2.2 Products

Advertisers who are not Licensees cannot advertise or include in an advertisement the following:

- (a) A product or brand (or series of products or brands) which, at the time of publication, is (or are) in direct competition with an RAD Licensed product or brand (e.g. RAD style examination wear); or
- (b) Pricing of products; or
- (c) The words "wholesale", "trade", "exclusive", "official" or "suitable for RAD examinations"; or
- (d) Any of the RAD's trademarks or logos, when not licensed to do so (see 2.4); or
- (e) Negative references to products offered by the RAD.

Advertisers who are Licensees must include the unique logo available to them for Licensed Products on any adverts placed in RAD publications. Advertisers who are not Licensees can advertise if they comply with 2.2 (a) – (e) above, and if they stock Licensed products from one of the Academy's Licensees they may list the Licensed brands they stock, but no others.

### 2.3 Services

External advertisers who advertise a service that is in direct competition to a service that the Academy offers, (or a service that may not be comparable but may compete at the same time as a service offered by the RAD) may have their advertisement refused.

These may include:

- Degrees, diplomas or certificates similar to that offered by the Faculty of Education, RAD
- Summer schools offered by the Training department, RAD
- Examinations in dance, movement or age-related genre offered or accredited by the Examinations Board, RAD.

### 2.4 Photography

Advertisements with photography or images of young people and vulnerable adults will only be accepted if the young people and vulnerable are shown in a way that is in accordance with the RAD's Safeguarding Policy and Procedures and Visual & Social Media Policy.

### 2.5 Trademarks or logos

ROYAL ACADEMY OF DANCE, RAD, RAD PRE-PRIMARY IN DANCE, RAD PRIMARY IN DANCE and SILVER SWANS are registered trademarks<sup>®</sup> of the Royal Academy of Dance. RAD INTERMEDIATE FOUNDATION, RAD INTERMEDIATE, RAD ADVANCED FOUNDATION, RAD ADVANCED 1, RAD ADVANCED 2, RAD CLASS AWARD, RAD SOLO PERFORMANCE AWARD, CBTS, KARSAVINA SYLLABUS and DANCE TO YOUR OWN TUNE are unregistered trademarks<sup>™</sup> of the Royal Academy of Dance. The use or misuse of the trademarks or any other content of this publication without prior written permission from the Royal Academy of Dance is strictly prohibited. Reproduction in whole or in part, without written permission, is strictly prohibited. The Royal Academy of Dance<sup>®</sup> is a charity registered in England and Wales no. 312826.