

# ROYAL ACADEMY OF DANCE

## Advertising opportunities 2021



# Dance Gazette

For over 90 years, *Dance Gazette* has been the voice of the Royal Academy of Dance. An international dance publication, it is published digitally three times a year (February, June and October), through its own purpose-built microsite. Reach our world-wide membership through our all new interactive digital magazine.

## Advertising specifications and rates (excluding VAT)

Positions	Type	Where	Size	Price
Gold tier (at end of article)	1	Billboard	Issue landing page, plus 1 x feature	970px x 250px max. size 150KB £1,100 <i>Includes complimentary advert in DG Bites</i>
	2	Billboard	All feature pages	970px x 250px max. size 150KB £850 <i>plus 20% discount on e-news / DG Bites</i>
Silver tier (above footer)	3	Billboard	1 x feature page	970px x 250px, max. size 150KB £675 <i>plus 15% discount on e-news / DG Bites</i>
	4	Inline Rectangle	In related content, on all feature pages	300px x 250px max. size 150KB £475 <i>plus 15% discount on e-news / DG Bites</i>
Bronze tier	5	Inline Rectangle	In related content, on 1 x feature page	300px x 250px max. size 150KB £300 <i>plus 10% discount on e-news / DG Bites</i>

\*Supported file types: jpg or gif

We will provide a report with the number of clicks, impressions and click through rate (CTR) on all adverts across the site.

- Booking deadline: Monday, 6 September
- Artwork deadline: Monday, 13 September at 12 noon

### Forthcoming issues

- **October 2021** – published 1st October 2021
- **February 2022** – published 1st February 2022
- **June 2022** – published 1st June 2022

For more information and bookings, contact Hayley Izzard: [E.hizzard@rad.org.uk](mailto:E.hizzard@rad.org.uk) T +44 7741323917



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

# 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 display advert in all three of our regular newsletters for £300 per month (saving of £150).

## Members E-news

- Circulation: 10,500 RAD members worldwide
- £150 per display advert; £250 per advertorial

## Non-members E-news

- Circulation: 17,000 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: 16th of the preceding month
- Artwork: 23rd of the preceding month

*\*We aim to publish on the dates stated; however, these can be subject to change.*

## 2021 E-news publication dates\*

	Members	Non-members	CPD
December	8 Dec	9 Dec	11 Dec
January	12 Jan	13 Jan	18 Jan
February	2 Feb	3 Feb	15 Feb
March	2 Mar	3 Mar	15 Mar
April	6 Apr	7 Apr	12 Apr
May	4 May	5 May	10 May
June	1 Jun	2 Jun	14 Jun
July	6 Jul	7 Jul	12 Jul
August	3 Aug	4 Aug	9 Aug
September	7 Sep	8 Sep	13 Sep
October	5 Oct	6 Oct	11 Oct
November	2 Nov	3 Nov	15 Nov
December	7 Dec	8 Dec	13 Dec

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

## New Dance Gazette Bites – schedule

*Dance Gazette Bites* provides an additional opportunity to engage with our audience on a meaningful level.

*Dance Gazette Bites* is an e-newsletter sent three times per issue of *Dance Gazette*.

Advertise in one e-newsletter for £150, all three for £300 or the full year (nine e-newsletters) for £800.

October 2021	First	1 Oct
	Second	12 Nov
	Third	20 Dec
February 2022	First	1 Feb
	Second	15 Mar
	Third	26 Apr

For more information and bookings, contact Hayley Izzard: [E Hzizzard@rad.org.uk](mailto:Hzizzard@rad.org.uk) **T +44 7741323917**

# Focus on Exams

*Focus on Exams* has a worldwide circulation of 10,500 and is essential reading for RAD teachers and examiners, as well as exam candidates and their parents.

It is available in a digital format three times a year (February, June and October) in English.

## Advertising sizes and rates (excluding VAT)

	Artwork size (w x h)	Colour	Mono
Outside back cover	148 x 210mm	£400	£295
Inside front cover	148 x 210mm	£400	£295
Inside back cover	148 x 210mm	£375	£270
Full page	148 x 210mm	£300	£195
½ page horizontal	132 x 93mm	£185	£130
½ page vertical	62 x 194mm	£185	£130

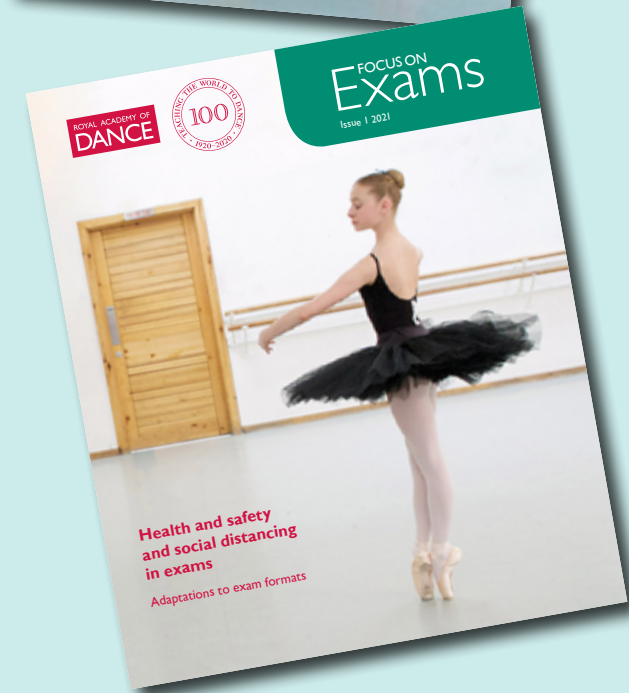
## Next deadlines

Booking: 13 September

Artwork: 20 September

For more information and bookings, contact Hayley Izzard: [E Hzizzard@rad.org.uk](mailto:Hzizzard@rad.org.uk) **T** +44 7741323917

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# Web RADvertisements

The Royal Academy of Dance website at [www.royalacademyofdance.org](http://www.royalacademyofdance.org) receives an average of 65,000 unique visitors and 300,000 page views per month.

Adverts can go live on any working day, and will run for a full calendar month, starting from the required date specified in the booking. One advert can also be booked in multiple positions.

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

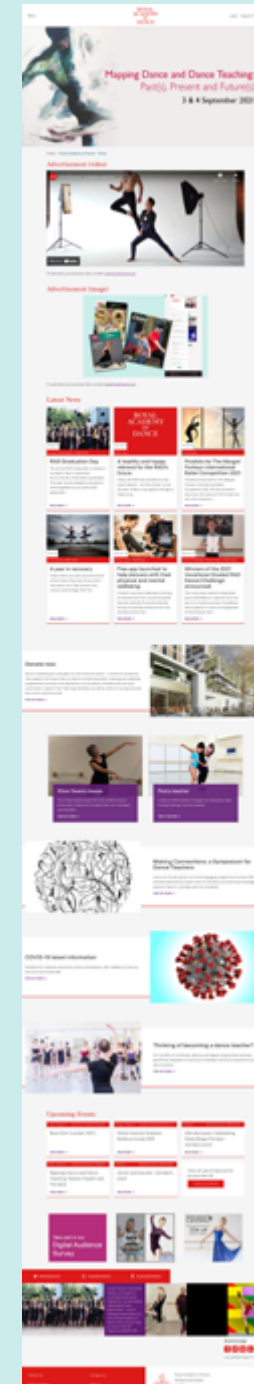
Key	Advert space	Size and placement	Cost	Timeframe
1	Video advert block	Underneath homepage banner, 700 x 500px	£300	4 weeks (28 days)
2	Image advert block	Underneath homepage banner, 600 x 400px	£250	4 weeks (28 days)
3	MPU homepage	Above the footer, 300 x 250px	£200	4 weeks (28 days)

If you are a member of the RAD, you will gain a 10% discount for your booking.

## Booking and artwork deadline

Five working days ahead of insertion.

For more information and bookings, contact Hayley Izzard: [Ehizzard@rad.org.uk](mailto:Ehizzard@rad.org.uk) T +44 7741323917



5% discount available for multiple bookings

# 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 *Dance Gazette* artwork by email as a jpg, gif or HTML5 file. 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

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	90055948
Sort code	40-11-58
IBAN	GB48HBUK40115890055948

### Euro transfers

Account name	Royal Academy of Dance
IBAN	GB59HBUK40127657596782
SWIFT code	HBUKGB4B (HSBC Bank Plc)

# Guidelines

## 1. 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 applicableThis 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 Licenced 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

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