

MEMORY BOOK AND AD SALES INFORMATION PACKET

• **What is the Recital Memory/Ad Book?** The Recital Memory/Ad Book works as the program for our recital shows. It also includes the names of all dancer's in the recital.

• **What does the book have to do with my dancer?**

Parent's, Grandparent's, friends, and family can purchase an ad to congratulate their dancer on a job well done. The ads can include a photo of the dancer and a special note from the ad purchaser. **PROFITS MADE FROM AD SALES HELP US TO CONTINUE OUR KASEY FENNELL SCHOLARSHIP.**

• **Can I sell ads for the book?** We would LOVE for you to sell ads! In fact, we encourage it! Contact local businesses, encourage any family or friends that own a business to advertise with CAD. Don't forget to give examples of the family and friends that attend events such as a dance recital.

• **What do I get if I sell an ad?** We have a full list and scale of prizes in the information to follow! Earn scholarships, recital tickets, and more! Our TOP seller will receive a full package of gifts from CAD and will be recognized at the show!

ALL INFORMATION AND PAYMENT MUST BE SUBMITTED TOGETHER. INCOMPLETE ADS WILL NOT BE ACCEPTED. IMAGES EMAILED WILL NOT BE ADDED TO THE BOOK WITHOUT PRIOR ORDER FORM AND PAYMENT. NO ADS CAN BE ACCEPTED AFTER THE DUE DATE.

AD SALES ARE NOT MONIES IN WHICH ACCOUNTS WILL BE CREDITED! SALES FROM ADS ARE USED FOR SCHOLARSHIPS AND STUDIO FUNDRAISING ONLY. THIS SHOULD NOT BE CONSIDERED A PERSONAL FUNDRAISER TO COVER PAST DUE ACCOUNT BALANCES.

ALL ADS DUE NO LATER THAN MAY 20!!

\$100 IN AD SALES

1 FREE BOOK

\$250 IN AD SALES

2 FREE BOOKS AND \$15 CREDIT TOWARD ONE SUMMER CAMP

\$350 IN AD SALES

3 FREE BOOKS AND A \$25 CREDIT TOWARD ONE SUMMER CAMP

\$450 IN AD SALES

3 FREE BOOKS AND \$45 CREDIT TOWARD ONE SUMMER CAMP

TOP SELLER WITH A MINIMUM OF \$600 IN AD SALES

- RECOGNIZED ON STAGE AS OUR TOP SELLER -

RECEIVES A TIARA OR EMBROIDERED FLAT BILL HAT

3 FREE AD BOOKS

FULL SCHOLARSHIP TO ONE SUMMER CAMP- UP TO \$150

SPECIAL RULES FOR TOP SELLER

IF SELLER REACHES A MINIMUM OF \$800 IN SALES THEY RECEIVE ALL THE
ABOVE ITEMS PLUS

\$100 CASH!!!

IF SELLER REACHES A MINIMUM OF \$1200 IN SALES THEY RECEIVE ALL THE
ABOVE PLUS A FULL SCHOLARSHIP TO CAD'S SIXTH ANNUAL SUMMER
WORKSHOP...UP TO A \$475 VALUE!!!!

IF TWO DANCERS SELL THE SAME AMOUNT OF AD'S IN THE RUNNING FOR TOP SELLER THE WINNER WILL BE
CHOSEN BY CONSIDERING WHICH DANCER MET ALL DEADLINES FIRST.

TO RECEIVE ANY PRIZES FROM THE WINNER'S CIRCLE ALL ACCOUNTS WITH CAD MUST BE IN GOOD
STANDING.

CAMP SCHOLARSHIPS MUST BE USED FOR SUMMER 2017 CAMPS. CAMP SCHOLARSHIPS ARE GOOD FOR
CAMPS ONLY AND CANNOT BE REDEEMED FOR CASH OR USED AS A CREDIT TOWARD ANY OTHER ACCOUNT
BALANCES OR STUDIO EVENTS INCLUDED, BUT NOT LIMITED TO MASTER CLASSES, WORKSHOPS, AND/OR
FALL REGISTRATION/CLASSES. WINNINGS ARE NON TRANSFERABLE AND WILL BE FORFEITED IF SELLER IS
UNABLE TO ATTEND 2017 SUMMER EVENTS.

SIZES AND PRICES

BUSINESS CARD AD \$35 - Business cards and small personal notes only. NO PICTURES.

1/4 PAGE AD \$55 - Business and small personal notes. ONE PICTURE ONLY.

1/2 PAGE AD \$85 - Business including coupons or special discounts and larger personal notes. ONE PICTURE ONLY.

FULL PAGE AD \$115 - Business including coupons or special discounts or sponsoring a specific dancer, and larger personal notes. TWO PICTURES POSSIBLE.

INSIDE BACK COVER \$225 - ONLY ONE AVAILABLE. Business or personal, color printing, and glossy finish. TWO PICTURES POSSIBLE.

OUTSIDE BACK COVER \$250 - ONLY ONE AVAILABLE. Business or personal, color printing, and glossy finish. TWO PICTURES POSSIBLE.

***ONE business per ad.**

***Coupons and discount specials on 1/2 or full ads only.**

***Printed in black and white with exception of cover ads.**

ORDER FORM

Dancer receiving credit for ad:

CHOOSE YOUR AD SIZE:

_____ **Business Card \$35**

_____ **1/4 Page \$55**

_____ **1/2 Page \$85**

_____ **Full Page \$115**

_____ **Inside Back Cover \$225**

_____ **Outside Back Cover \$250**

PLEASE **CIRCLE THE TYPE OF AD** YOU ARE PURCHASING.

BUSINESS PERSONAL

FILL OUT THE INFORMATION TO THE RIGHT AND BELOW.

ALL INFORMATION MUST BE COMPLETED AND PAYMENT MUST BE MADE BY **CHECK OR CASH ONLY** BEFORE FORM WILL BE ACCEPTED.

PURCHASER OF AD (BUSINESS NAME AND/OR STUDENT NAME):

CONTACT PERSON FOR AD:

EMAIL ADDRESS:

*ALL PHOTOS MUST BE EMAILED TO
CARROLLTONAD@GMAIL.COM*

*ANY ARTWORK CREATED BY PURCHASER OF AD
MUST BE EMAILED TO CARROLLTONAD@GMAIL.COM
PLEASE INDICATE "AD ARTWORK" IN THE SUBJECT
LINE OF EMAIL.*

*EMAIL SHOULD INCLUDE PURCHASER OF AD AND
CONTACT INFORMATION. **ONLY JPEG AND PDF FILES
CAN BE ACCEPTED FOR ARTWORK AND PHOTOS.**
FOR BEST PRINT QUALITY - USE ONLY HIGH
RESOLUTION PHOTOS AND ARTWORK.*

Ad sales must exceed the cost of printing books. If sales do not reach this amount all advertising monies will be returned to the purchaser at the regret of Carrollton Academy of Dance.

Ads are not considered complete without artwork and photos via email.

CHECK WHERE APPLICABLE.

_____ I will create my own ad.

_____ I would like CAD to create an ad for me.

IF CAD IS CREATING AD FOR YOU:

SKETCH THE PREFERRED LAYOUT OF YOUR AD ON THE BACK OF THIS FORM. LOGO AT TOP, MIDDLE, OR BOTTOM? NAME, ADDRESS, PHONE? BORDER, CLIPART? COUPON, PERSONAL MESSAGE?