

2010 Revue Book Information - Selling Ads and Buying Pictures

Please attend the informational meeting where we will discuss how you can get free pictures in our book or even be our **25th Anniversary Cover Girl!** We'll explain how selling ads works, what your options are, and look at examples. It's a great time to ask questions and get answers. The meeting is voluntary but highly recommended for new students or first time participants. You may attend either meeting:

Marrero: Wednesday, January 13 at 6:45pm

Harvey: Saturday, January 16 at 10:00am

Each year we produce a Revue Book that is a great keepsake for our families. It contains dancers' pictures, the revue program, group photos, and advertisements. Selling ads is voluntary, but it helps keep the cost of the book reasonable. You also receive free pictures in the book by selling ads.

Ads can be from family & friends wishing your child a special message on her performance night. Or they can be from local businesses advertising their products and services. They are tax deductible for businesses & receipts are provided upon request.

All ads are due by **Wednesday, March 3**, with full payment. The attached form must be turned in during your child's class beginning **Wednesday, February 24 - Tuesday March 2**. Payment must be made in full. It is preferred that one check is written to the studio for the entire amount. March 3 is the final day these ads and pictures are accepted. (6:30-8pm at Marrero & 4-7pm at Harvey).

Everyone selling at least \$60 in ads will receive a trophy based on the levels below.

Rising Stars – Those selling a minimum of \$60 in ads will receive a Rising Star trophy.

★ Bronze Stars - Sell \$175 in ads

Receive a free Quarter page picture in the Revue Book and one free Revue book.

★★ Silver Stars - Sell \$300 in ads

Receive a free Oval page picture in the Revue Book (half page of space-Oval photo plus write-up next to picture) and 2 free Revue books.

★★★ Gold Stars - Sell \$450 in ads

Receive a free Full page picture in the Revue Book (8x10 picture or 3 photos on a page plus write-up under picture) and 3 free Revue Books.

★★★★ Platinum Stars - Sell \$800 in ads

Receive two free Full page pictures in the Revue Book, a tiara, 3 additional free tickets to the revue, and 3 free Revue books.

★★★★★ Platinum Star Centerfolds - Sell \$1300 in ads

The **Centerfold(s)** will be awarded to our ad seller(s) selling a minimum of \$1300 in ads. She will also receive two free Full page pictures at the front of the Revue Book, a tiara, 3 additional free tickets to the revue, 4 free Revue books.

★★★★★ Platinum Star Back Cover Girl – One top winner, who has the highest total ad sales with a minimum of \$2000 in ads will also be featured on the back cover of the book in full color! She will also receive the first Centerfold, two free Full page pictures at the front of the Revue Book, a tiara, 5 additional free tickets to the revue, 4 free Revue books.

Ad Prices:

Full page ad	\$160	Quarter page ad	\$ 65	1/2 business card	\$ 25
Half page ad	\$ 95	Business Card ad	\$ 40	"Congratulations to"	\$ 10

Important: Attached are sample ad sheets. Please use this by typing or printing your ad message in the spaces provided. Make copies as needed or ask for extras. For full or half page ads, each ad must be on a separate sheet of paper. It is important they are legible for the typesetters. Typed ads are preferred. You may download sample Word documents from our website if you wish to type them in & print the document. Ads will not be accepted on other paper. Please cut & paste them into the space provided for the appropriate size ad. Ads will not be accepted where writing is outside of the designated space. Please be neat.

BUYING PICTURES - Not Selling Ads

If you are not selling ads, you can still purchase your child's picture in the book. Picture fees and write-ups are also due during class the week of **Feb 24 - March 2**. Purchasing picture pages is not the same as purchasing ad pages. You cannot receive free pictures based on the amount of picture pages you purchase. You will not receive an ad award if you only purchase picture pages. Ad awards are only for those selling ads.

Picture pricing:

Full 8x10 Photo	(Plus a 40 word write-up to your child)	\$160
Full Page with 3-4 pictures on page	(Plus a 50 word write-up for 3 on a page only)	\$175
Oval Picture	(Plus a 40 word write-up to your child)	\$ 95
Quarter Page Picture	(Name only)	\$ 65

Note: If you are new & would like one of last year's books as a sample, just ask!