



# DANCE COLLECTION DANSE

ADVERTISING KIT ◀◀◀

**TARGET  
CANADA'S  
DANCE  
& ARTS  
AUDIENCE  
VIA  
DCD  
MAGAZINE**

DCD is dedicated to Canadian dance and our audience loves the art form, attends shows and participates in the arts community.

## CONTACT US AT...

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**THE VOICE OF CANADIAN DANCE  
HISTORY FOR MORE THAN  
35 YEARS**  
Core and Pass-Along  
Readership  
**OVER 1,500**  
[DCD.CA](http://DCD.CA)



## WHAT THEY SAY

"...Dance Collection Danse's efforts to preserve and archive the vibrant and groundbreaking legacy of Canada's internationally acclaimed artists is as important to our culture as the creators' repertoire. I applaud them for their valiant efforts and for being such excellent caretakers of an often neglected art form. Canada's dance artists have often resonated our country's soul on every continent of the world with integrity and dignity. Lest we forget."

- Jean Grand-Maitre,  
Artistic Director, Alberta Ballet

"...DCD is Canadian dance's anchor, prod and mirror. A vital part of Canada's arts landscape, its importance cannot be overstated. For making us aware of our history, DCD is a national treasure."

- Linde Howe-Beck, journalist

"As a dance educator and passionate follower of what has been and what is happening in dance, I can say that DCD has provided me with the context and information regarding dance in Canada. The website and the many published texts make resources available for our students and teachers."

- Ann Kipling Brown, PhD., retired  
arts education professor,  
University of Regina



# DCD MAGAZINE ADVERTISING

**OUR AUDIENCE** - DCD's annual magazine has a core and pass-along readership of 1,500+. DCD.CA has 6,500+ visits/month (18,000 pages). All issues of the magazine are also available on **Shop DCD** as a **FREE** download for our donors and 99 cents for everyone else. **More than half of those who visit our site have visited before.** Our audience is professional, has supported DCD for years and is engaged in the arts in Canada.



AD OPTIONS	SPECS	RATE	EARLY*
BACK COVER (B & W)	8.5" x 11" (+ .125" bleed)	\$600	\$575
INSIDE FRONT & BACK COVER (B & W)	8.5" x 11" (+ .125" bleed)	\$425	\$395
FULL PAGE (B & W)	8.5" x 11" (+ .125" bleed)	\$350	\$330
HALF PAGE (B & W) HORIZONTAL	8.5" x 5.5" (+ .125" bleed)	\$250	\$235
QUARTER PAGE (B & W) VERTICAL	4.25" x 5.5" (+ .125" bleed)	\$125	\$115

Send all advertising related communications to: [michael@dcd.ca](mailto:michael@dcd.ca)

Advertising with DCD is the perfect way to promote your message. And, given the magazine lands in our readers' hands in mid-November, print ads are ideal **during the holiday season**. DCD is a trusted source in the community - a fact underlined by the success of the **Dance Collection Danse Hall of Fame**. The annual event honours the historical luminaries of Canadian dance, in all its forms - a task for which DCD is uniquely qualified. \*Book by 6pm PST, \*Sept. 9th



All prices are subject to applicable taxes. **International advertisers are tax exempt.** All print graphics submitted must be press quality PDFs. No application files. Graphics **must also be Grayscale** - DCD will not colour convert client artwork. Type should be minimum 8 pt.

## DANCE COLLECTION DANSE MAGAZINE

**F**or more than 35 years, the publication has attracted national and international attention with a readership that includes dance lovers and arts patrons as well as the general public and all types of dance professionals – teachers, educators, writers, administrators, historians, performers, choreographers, technical and artistic directors. More than a magazine, Dance Collection Danse is a world-renowned archives dedicated to preserving and sharing its unique resources through public and virtual exhibits, workshops, publications and performance.

