

ROYAL
ACADEMY
OF
DANCE

Advertising opportunities 2023



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, through its own purpose-built microsite. Reach our world-wide membership of 11,000 teachers, students and dance enthusiasts in 89 countries, by advertising your business.

Advertising specifications and rates

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

Supported file types: jpg or gif; max size 150KB

2023 issues

- **February 2023** – published 1 February
- **June 2023** – published 1 June
- **October 2023** – published 2 October

Deadlines

- Booking deadline: 1st of the preceding month
- Artwork deadline: 12th of the preceding month

For more information and bookings, contact marketing@rad.org.uk



MIX AND MATCH
DISCOUNT
Book for any 3 issues
for 5% off

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

CPD E-news

- Circulation: 8,000 RAD Registered Teachers worldwide
- **£150** per display advert; **£250** per advertorial

Dance Gazette Bites

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

- **£150** per display advert; all three for **£300**; full year (nine e-newsletters) for **£800**

*See next page for publication dates and deadlines

*All rates are exclusive of VAT

For more information and bookings, contact marketing@rad.org.uk

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Advertorial

Ad

E-comms dates and deadlines

2023 E-news publication dates*

	Members		Non-members	CPD
December	1 Dec	15 Dec	1 Dec	15 Dec
January	12 Jan	26 Jan	12 Jan	18 Jan
February	9 Feb	23 Feb	9 Feb	15 Feb
March	9 Mar	23 Mar	9 Mar	15 Mar
April	6 Apr	20 Apr	6 Apr	12 Apr
May	4 May	18 May	4 May	17 May
June	8 Jun	22 Jun	8 Jun	14 Jun
July	6 Jul	20 Jul	6 Jul	12 Jul
August	3 Aug	17 Aug	3 Aug	16 Aug
September	7 Sep	21 Sep	7 Sep	13 Sep
October	5 Oct	19 Oct	5 Oct	18 Oct
November	2 Nov	16 Nov	2 Nov	15 Nov
December	7 Dec	21 Dec	7 Dec	13 Dec

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

2023 Dance Gazette Bites publication dates*

February	First	3 Feb
	Second	15 Mar
	Third	26 Apr
June	First	1 Jun
	Second	13 Jul
	Third	23 Aug
October	First	7 Oct
	Second	11 Nov
	Third	19 Dec

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

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.*

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

Deadlines

- Booking deadline: 13th of the preceding month
- Artwork deadline: 20th of the preceding month

For more information and bookings, contact marketing@rad.org.uk



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

Web RADvertisements

The Royal Academy of Dance website at 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 run for a minimum of two weeks, starting from the required date specified in the booking. One advert can also be booked in multiple positions.

Sizes and rates (excluding VAT)

	Size	Position	Timeframe	Page	Cost	Key
MPU	300 x 250px	Above the footer	2 weeks	Homepage	£150	1a
				Silver Swans	£75	1b
				Find a Teacher	£75	1c
Banner	1000 x 250px	Above the footer	2 weeks	Homepage	£200	2a
				Silver Swans	£100	2b
				Find a Teacher	£100	2c

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 marketing@rad.org.uk



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

ROYAL ACADEMY OF DANCE, RAD, RAD PRE-PRIMARY IN DANCE, RAD PRIMARY IN DANCE and SILVER SWANS are registered trademarks® 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™ 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® is a charity registered in England and Wales no. 312826.