



ROYAL ACADEMY OF DANCE

ADVERTISING OPPORTUNITIES 2024

Ed. Sep 2024



Advertise with the Royal Academy of Dance

The RAD is a global leader of excellence in dance education and training, and through our work, we inspire future generations of teachers and dancers.

With our global headquarters in London, our work takes us into diverse communities, locally and around the world, to widen access to dance and to share the benefits and wellbeing that it brings.

We produce a number of digital publications that connect with our community of dance enthusiasts, members, teachers and dancers, sharing the latest information and updates from the RAD, and the latest dance sector news, reviews and features.

As a trusted brand with over 100 years of experience in teaching the world to dance, the RAD provides a unique and cost effective medium to reach your target market in their homes, schools and workplaces.

We offer a range of digital magazines, e-comms and other exciting advertising opportunities all year round, and can provide a tailored marketing service and targeted media package to suit your business needs.

Why advertise with the Royal Academy of Dance?

- RAD offers a unique opportunity to advertise through a range of specialist dance publications and opportunities to reach dance enthusiasts and professionals.
- Reach dancers, students and parents when it's convenient for you, meaning they can make purchasing decisions and contact your business at the touch of a button!
- Connect your advertisements directly to your website, to drive traffic from highly targeted visitors.
- Take advantage of the power of digital advertising to give you maximum creative flexibility in how your advertising can look.
- A global presence – our dance community spans over 80 countries.
- Optional advertising design service – take advantage of our expertise in knowing what clicks with our audiences.

Dance Gazette

Dance Gazette is the RAD's digital members' magazine produced three times a year. Dive into the captivating world of dance as we bring you enlightening articles, behind-the-scenes interviews, and invaluable resources, all designed to elevate your dance journey to new heights.

Reach a global audience of over 11,000 passionate dance teachers, professional dancers, and dance lovers by advertising in our e-magazine, or our accompanying e-newsletter, Dance Gazette Bites.

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	£1,100 Includes complimentary advert in DG Bites
	2	Billboard	All feature pages	970px x 250px	£850 plus 20% discount on e-news / DG Bites
Silver tier (above footer)	3	Billboard	1 x feature page	970px x 250px	£675 plus 15% discount on e-news / DG Bites
	4	Inline Rectangle	In related content, on all feature pages	300px x 250px	£475 plus 15% discount on e-news / DG Bites
Bronze tier	5	Inline Rectangle	In related content, on 1 x feature page	300px x 250px	£300 plus 10% discount on e-news / DG Bites

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

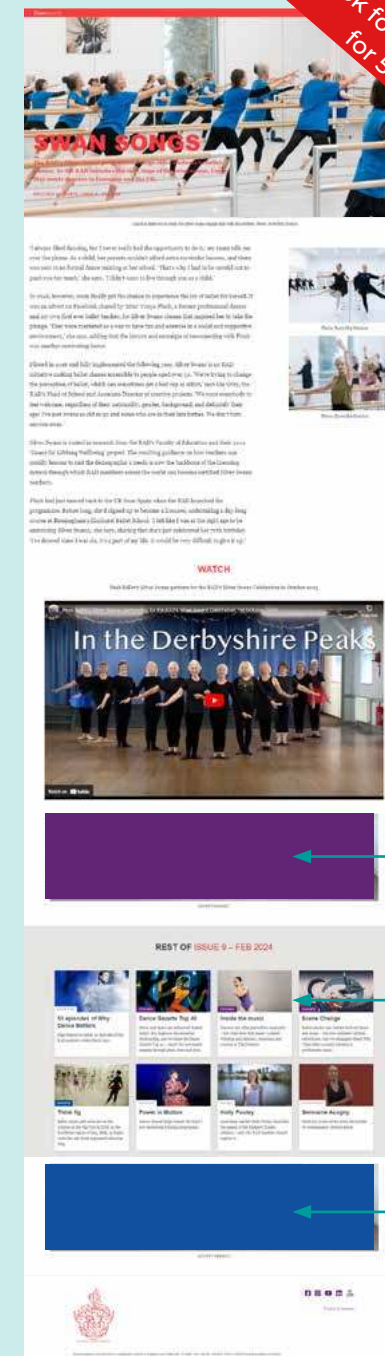
2024 issues

- **February 2024** – published 1 February 2024
- **June 2024** – published 1 June 2024
- **October 2024** – published 1 October 2024

Deadlines

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

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



Dance Gazette Bites E-newsletter

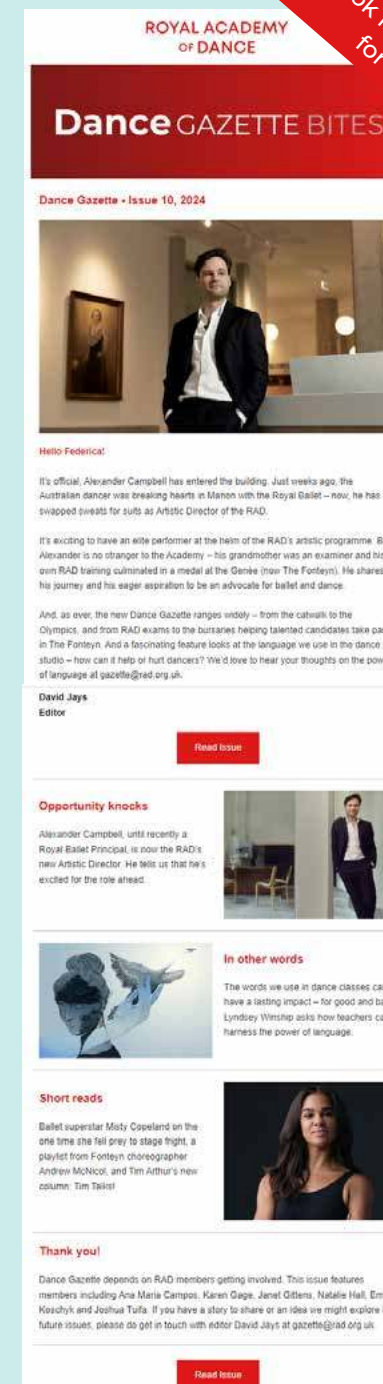
All advertisers in *Dance Gazette* will also get a complementary display advert in Dance Gazette Bites, which is a newsletter that goes out following/ in advance of the DG release.

- 18 Jan 2024
- 1 Feb 2024
- 29 Feb 2024
- 29 March 2024
- 26 April 2024
- 24 May 2024
- 8 Jun 2024
- 24 Jun 2024
- 24 July 2024
- 28 Aug 2024
- 24 Sep 2024
- 7 Oct 2024
- 24 Oct 2024
- 28 Nov 2024
- 27 Dec 2024
- 20 Jan 2025

Other advertising opportunities with *Dance Gazette*

If you would like to explore other digital advertising opportunities with *Dance Gazette*, such as video advertising, please get in touch.

Interested in advertising with the Royal Academy of Dance? [E marketing@rad.org.uk](mailto:marketing@rad.org.uk)



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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	4 weeks	Homepage	£300	1a
			2 weeks	Homepage	£150	1a
				Register of Teachers	£85	
			Exams	£85		
			Silver Swans	£85	1b	
			Adult Dance Classes	£70	1c	
Banner	1000 x 250px	Above the footer	4 weeks	Homepage	£350	2a
			2 weeks	Homepage	£200	2a
				Register of Teachers	£170	
			Exams	£170		
			Silver Swans	£170	2b	
			Adult Dance Classes	£155	2c	

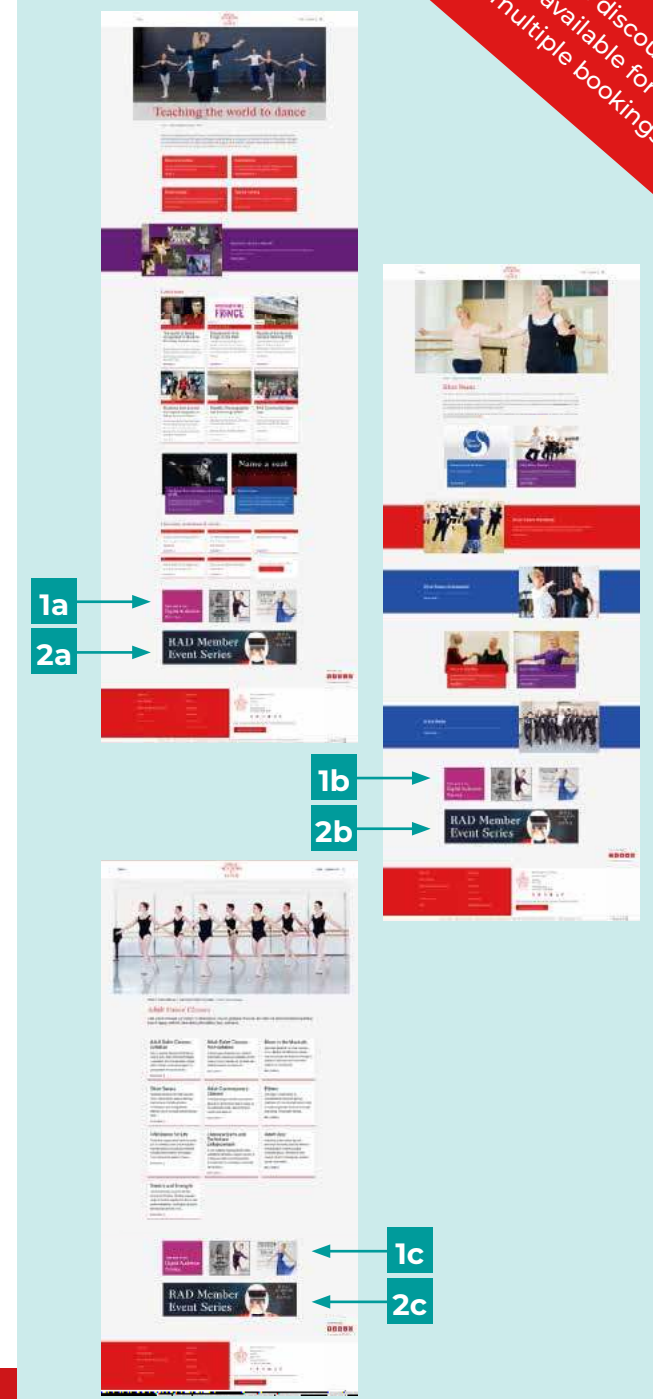
Booking and artwork deadline

Five working days ahead of insertion.

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

Interested in advertising with the Royal Academy of Dance? [E marketing@rad.org.uk](mailto:marketing@rad.org.uk)

10% discount available for multiple bookings



The Margot Fonteyn International Ballet Competition

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

The Margot Fonteyn International Ballet Competition is the Royal Academy of Dance's flagship annual event and it's one of the most prestigious ballet competitions in the world, attracting the finest young dancers trained in the RAD syllabus, from around the globe.

The competition is dedicated to promoting and rewarding standards of excellence in young ballet dancers internationally. This is achieved by offering candidates the unique opportunity to work with world-renowned choreographers and professionals, as well as the chance to perform on an international stage.

This competition attracts an audience from all over the world, our viewers are keen to see the ballet stars of the future debut in this event. In 2023 over 300,000 people from all over the world witnessed the competition by watching in person and by livestream.

We offer a range of opportunities to advertisers during the Fonteyn competition week. These include

- Programme advertising
- Digital screen advertising
- Goody bags
- Web & e-mail display advertising
- Exhibition stands
- Leaflet display

Partnership packages are available for additional entertaining and opportunities to build your profile at The Fonteyn, for further information contact development@rad.org.uk.



Exhibition stand only (£500 +VAT)

- Stand at the Fonteyn semi-finals, RAD headquarters, London
- Stand size is approximately 2m x 1.5m
- Opportunity to sell products (we would require a list of your proposed items as we would want to avoid anything that is in direct conflict with what the RAD shop already sells).
- Dates - 4,5,6 September 2024

Bronze Corporate Friends (£1,000 + VAT)

- Credit as a Bronze Corporate Friend of the 2024 competition
- Opportunity to provide your brand to the candidates (co-branded with the RAD) to include in the gift bags given to each candidate at the beginning of the competition
- Opportunity to have a stand and sell products at the welcome event for candidates on 31 August 2024
- Acknowledgement of the support on the RAD Fonteyn microsite (between 1,000-1,600 sessions a month) and our main RAD website (with 22,500 unique website visitors per month)
- Thank you in the dedicated Fonteyn newsletter (1554 contacts)
- Mentions in our bi-monthly members and non-members newsletters (23,000 recipients)
- Acknowledgement in the souvenir programme for the final
- Credit in our social media posts covering the competition
- Personal booking for up to 6 guests of the sponsor to the semi-finals and the final held at His Majesty's Theatre on Sunday 8 September in London through our development team

Silver Corporate Friends (£2,000 + VAT)

- Credit as a Silver Corporate Friend of the 2024 competition
- Opportunity to provide your brand to the candidates (co-branded with the RAD) to include in the gift bags given to each candidate at the beginning of the competition
- Opportunity to have a stand and sell products at the welcome event for candidates on 31 August 2024
- Opportunity to have a stand and sell products at the semi-finals on 4, 5 & 6 September 2024
- Acknowledgement of the support on the RAD Fonteyn microsite (between 1,000-1,600 sessions a month) and our main RAD website (with 22,500 unique website visitors per month) thank you in the dedicated Fonteyn newsletter (1554 contacts)
- Mentions in our bi-monthly members and non-members newsletters (23,000 recipients)
- Dedicated posts during the competition on our key social media channels with an audience of over 560,000 followers. We had 42,000 engagements on social media during The Fonteyn 2023 and 811,000 impressions on social media.
- Acknowledgement in the souvenir programme for the final
- In addition to branding alignment, we will offer access for 2 guests of the sponsor to the semi-finals and 2 best seats for sponsor's guests at the final held at His Majesty's Theatre on Sunday 8 September in London

Programme Advertising

Sizes and rates (excluding VAT)

	Size (W x H)	Cost	Key
Inside front cover	210x210mm with 3mm bleed and crop marks We advise keeping key information 20mm or further from trim, and 24mm from fold	£1,200	
Inside back cover	210x210mm with 3mm bleed and crop marks	£1,000	
Full page	210x210mm with 3mm bleed and crop marks	£800	
Half page (vertical)	82.5mm wide x 166mm high	£500	1a
Half page (horizontal)	166mm wide x 82.5mm high	£500	1b

Booking and artwork deadline: 1 July

Supply as high resolution (300DPI), print-ready PDF

Additional opportunities

- Digital screen advertising £500
- Web banner £400
- Goodie bag inserts £200
- Exhibition stand £165
- Leaflet display at RAD HQ £150

Regular Dance Gazette advertisers receive a 15% discount.

All rates exclude VAT which is charged at 20% (if applicable).



RAD E-comms

We publish a range of e-newsletters sent to a set of micro-targeted audiences. Each edition is packed with interesting news, events and stories from RAD and the wider world of dance.

In each of these you can book an advert or an advertorial. An advertorial can be shared with other advertisers or it can be an exclusive advertising arrangement.

Discounts are available when booking a series of 3 or more e-newsletters.

We also offer a design service for an additional fee, take advantage of our experienced design team who can help you create advertisements to have maximum impact.

Members E-news

The latest news and information from RAD and the world of dance targeted to our members.

- Circulation: 10,000+ members worldwide
- **£150** per display advert; **£250** per advertorial

The Fonteyn E-comms

The latest news and information about the Margot Fonteyn International Ballet Competition, targeted to highly talented, aspiring dancers and their expert teachers. E-comms will be sent fortnightly - every other Sunday to 1000+ contacts (expected to grow quickly month on month in the next 6 months).

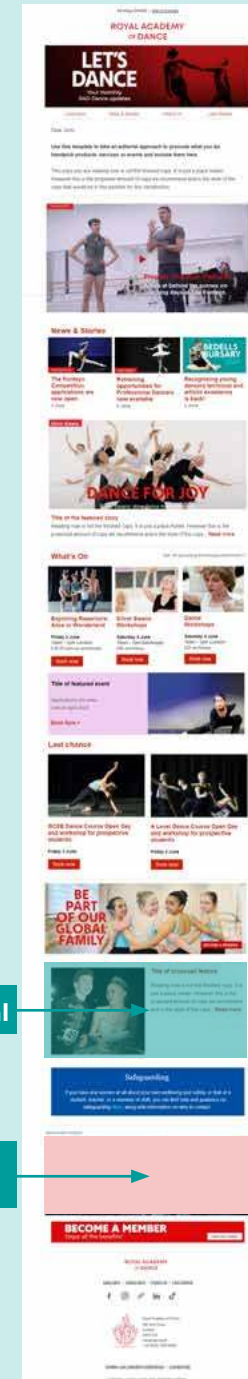
- Circulation: 1,000 dance enthusiasts and supporters worldwide
- **£200** per display advert (includes one week display on www.thefonteyn.org homepage)

Dance Gazette Bites E-news

An e-newsletter that is sent out three times per issue of *Dance Gazette* to the RAD membership.

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

MIX AND MATCH
DISCOUNT
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Advertorial

Display Advert

Non-members E-news

Elevate E-news

Targeted at dance teachers and professionals. E-news will be sent monthly - every second Tuesday of the month.

- **£150** per display advert; **£250** per advertorial

Let's Dance E-news

Targeted at dance enthusiasts who are looking to learn to dance. E-news will be sent monthly - every third Tuesday of the month.

- **£150** per display advert; **£250** per advertorial

Spring E-news

Targeted at dance enthusiasts who are looking to teach to dance. E-news will be sent bimonthly - every other first Tuesday of the month.

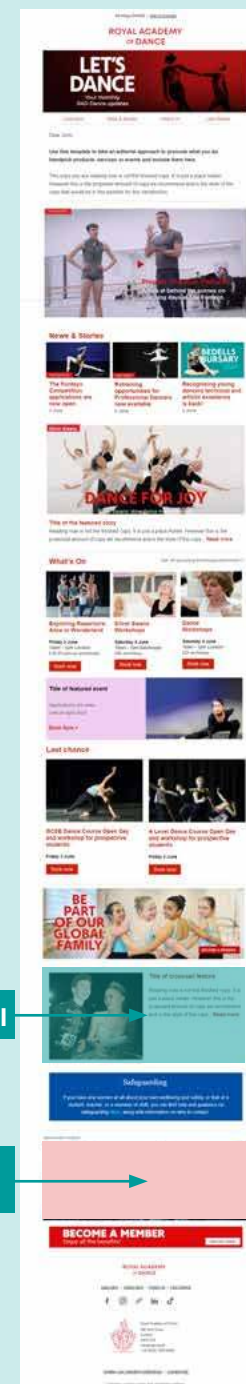
- **£150** per display advert; **£250** per advertorial

Ensemble E-news

Targeted at general dance enthusiasts and supporters. E-news will be sent monthly - every fourth Tuesday of the month.

- Circulation: 24,000 dance enthusiasts and supporters worldwide
- **£150** per display advert; **£250** per advertorial

MIX AND MATCH
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Advertorial

Display Advert

E-comms dates and deadlines

	Members		Non-members				Dance Gazette Bites	Fonteyn
			<i>Elevate</i> Professional	<i>Let's dance</i> Learn to dance	<i>Ensemble</i> General interest	<i>Spring</i> Teach dance		
January	11 Jan	25 Jan	11 Jan					23 & 25 Jan
February	8 Feb	22 Feb	8 Feb				1 Feb – Main Issue 29 Feb – Reminder 1	8, 22 & 26 Feb
March	7 Mar	21 Mar	7 Mar				29 Mar – Reminder 2	1, 3 & 11 Mar
April	4 Apr	18 Apr	4 Apr				26 Apr – Reminder 3	29 Apr
May	2 May	16 May	2 May				24 May – Preview	2 May
June	6 Jun	20 Jun	25 Jun	18 Jun			8 June – Main Issue 24 Jun – Reminder 1	
July	4 Jul	18 Jul	23 Jul	16 Jul	2 Jul	9 Jul	24 Jul – Reminder 2	1 Jul
August	1 Aug	22 Aug	27 Aug	20 Aug	6 Aug		28 Aug – Reminder 3	
September	6 Sep	20 Sep	24 Sep	17 Sep	3 Sep	10 Sep	24 Sep – Preview	
October	3 Oct	17 Oct	22 Oct	15 Oct	1 Oct		5 Oct – Main Issue	
November	7 Nov	21 Nov	26 Nov	19 Nov	5 Nov	12 Nov		
December	5 Dec	19 Dec	24 Dec	17 Dec	3 Dec			

2024 E-news publication dates*

Advertorial artwork size (w*h): 250x250 pixels, with 60 words copy and link

Display advert artwork size (w*h): 650x250 pixels

Deadlines

- Booking and Artwork: 2 weeks before publication dates

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

*Exclusive advertising is also available. This would include an advertorial and two display adverts for 2 x the cost of a single advertorial.

A series discount is also available, book 3 issues and save 25% overall.

Focus on Exams

Focus on Exams has a worldwide circulation of over 11,000+ members and is essential reading for RAD teachers, examiners, as well as for exam candidates and their parents.

Available in digital format three times a year.

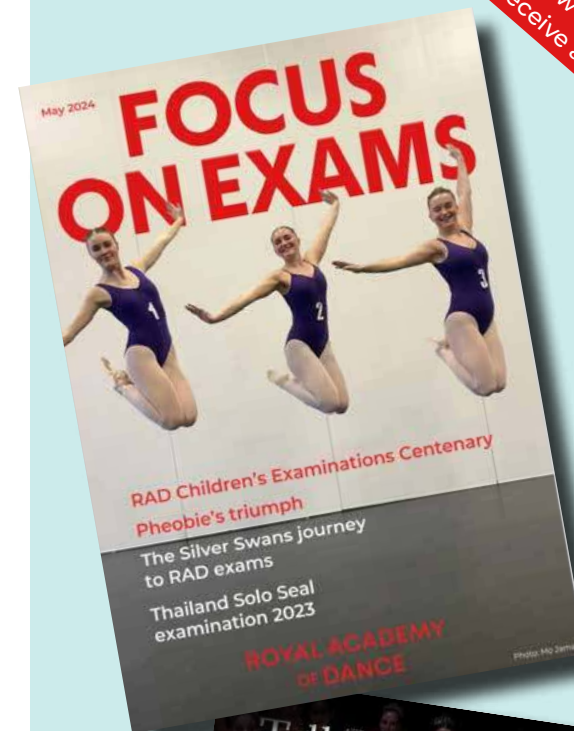
Advertising sizes and rates (excluding VAT)

	Artwork size (w x h)	Colour	Design Service
Outside back cover	148 x 210mm	£400	+£95
Inside front cover	148 x 210mm	£400	+£95
Inside back cover	148 x 210mm	£375	+£95
Full page	148 x 210mm	£300	+£95
½ page horizontal	132 x 93mm	£185	+£45
½ page vertical	62 x 194mm	£185	+£45

2024 issues

	Publication Date	Artwork Deadline
Issue 1 - May 2024	9 May 2024	23 Apr 2024
Issue 2 - September 2024	16 Sep 2024	2 Sep 2024
Issue 3 - January 2025	2 Jan 2025	19 Dec 2024

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10% discount available for multiple bookings

Why Dance Matters Podcast

Hosted by dance journalist David Jays and produced by Sarah Myles, RAD's *Why Dance Matters* podcast is one of the top dance podcasts in the UK, with a loyal following of listeners from across the globe. Advertisers can reach listeners by promoting products, services or events straight to new customers' ears.

Why Dance Matters podcast is ranked in the world's top 25% of podcasts and was recently nominated for a One Dance UK award.

Previous celebrity guests include Benjamin Zephaniah, Carlos Acosta, Dame Darcey Bussell and Dame Arlene Phillips.

All podcast episodes are shared on the RAD's website and social media. RAD's social media channels have a combined follower count of 400,000, with RAD's website averaging 65,000 unique visitors and 300,000 page views per month.

Ads can either be host read or pre-recorded by you. If pre-recorded, please send over a 30-second advert, which is roughly around 60-90 words. Please ensure all ads are sent to the RAD a week before the launch of the season.

There are three seasons a year, running in the months of February, June and October.

First level: Advertiser

Advertise your product/ service/ event on 1 episode:

- **£500** (pre-roll ad)
- **£400** (mid roll ad)

Advertise your product/ service/ event on all 6 episodes and get it for the price of 4:

- **£2000** (pre-roll ad)
- **£1500** (mid roll ad)

Advertise product/ service/ event on celebrity guest/ star episode:

- **£700** (pre-roll ad)
- **£600** (mid roll ad)



Second level: Sponsor

Sponsor the series and support RAD's podcast:

- Sponsor the series: **£3000**
- Your brand will be mentioned on each episode. Ads are host read and delivered at the beginning of the podcast episode.

Third level: Sponsor plus a live podcast recording

Sponsor the series and you'll also sponsor a live podcast recording episode in front of an audience:
Please enquire for cost.

- Be part of the conversation with David Jays and a star guest
- Invite your guests and enable them to network
- Have your branding at the event.

Ticket sales support RAD's charitable activities i.e. bursaries.



Other Advertising Opportunities

Leaflet racks

See your leaflets displayed in our racks positioned in the main reception area at our London headquarters and in the Dance School café:

- 50 leaflets = **£120**
- 100 leaflets = **£200**

*leaflets will be left in racks for a seasonal period (3 months) and then will be taken down if not all are taken.

TV Screens

Opportunity to get your business in front of visitors to our London headquarters by advertising on our TV screens in the main reception, outside our Studio Theatre, North Entrance (Dance School), library and shop.

Spec: 3840x2160px

• Main Reception

2 week loop = **£500**, 4 week loop = **£1000**

• Outside Studio Theatre

2 week loop = **£400**, 4 week loop = **£800**

• North Entrance (dance school)

2 week loop = **£400**, 4 week loop = **£800**

• Library

2 week loop = **£40**, 4 week loop = **£110**

• Shop

2 week loop = **£40**, 4 week loop = **£110**

10% discount
available for
multiple bookings



Event Calendar

The RAD holds a number of exciting and vibrant events. These create an opportunity for advertisers to have a presence in a number of ways such as leaflets, goody bag inserts and exhibition stands. Please contact us if advertising at one of our events would enhance your marketing campaign.

10% discount
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	Date	Event name	Attendee
January	14 Jan - 11 Feb	Spring Term Intensive Syllabus Course, Vocational Grades	Students aged 11 years and above, currently studying at one of the required levels; RAD Intermediate Foundation, Intermediate, Advanced Foundation or Advanced 1
February	10 Feb	GCSE and A Level Open Days	GCSE and A Level students
	18 Feb	Half-Term Dip into Dance	Current RAD students
March			
April	4 - 30 Apr	Project B Celebration, Photo Exhibition	General public, focusing on boys and men in dance
	7 Apr	Project B Celebration: Workshops for Everyone	Students of dance age 8-17, and General public, focusing on boys and men in dance
	8 - 12 Apr	Silver Swans Easter Course	Adults aged 55+ who are interested in Pilates classes , ballet classes and repertoire classes
	21 Apr	RAD Members' Day & AGM	RAD Members
	16 Apr & 22 Apr	Step Around Town	Secondary schools and youth groups across London and Essex
	27 Apr	GCSE and A Level Open Days	GCSE and A Level students
May	13 May	Patrons' Circle event: Benesh Sparkling Conversation	RAD Patrons
June	2 Jun	Exploring Repertoire: Alice in Wonderland	Adults aged 18+ who are interested in repertoire
	15 Jun	Dance Studies End of Year Performance	GCSE and A Level Dance students
	23 Jun	Community Day	Wandsworth residents

10% discount
available for
multiple bookings

	Date	Event name	Attendee
July	12 Jul	Faculty of Education Open Day & Open Auditions	Students who are interested to become a ballet teacher
	15 - 20 Jul	Silver Swans Summer Courses	Adults aged 55+ who are interested in ballet and repertoire
	15 - 19 Jul	Adult Summer Courses	Adults aged 18+ who are interested in dance
	20 Jul	Adult Repertoire Workshop	Adults aged 18+ who are interested in repertoire
	22 Jul - 17 Aug	Junior Summer School	Student who are aged 8-17 years, studying ballet, Grade 2 up to Intermediate Foundation, or the equivalent
August	29 Jul - 2 Aug	Children's Summer Classes	Students who are aged 4-9 years old
	5 - 10 Aug	Senior Summer School	Students (up to age 25) studying the Vocational Graded ballet syllabus Intermediate up to Advanced 2, or the equivalent
	10 - 11 Aug	Adult Repertoire Weekend	Adults aged 18+ who are interested in repertoire
September	1 - 8 Sep	The Margot Fonteyn International Ballet Competition	The Fonteyn candidates (who have passed RAD Advanced 2 with distinction, be aged 15-19 years old)
October	1 Oct	Faculty of Education - Graduation	RAD Graduates (Qualified Ballet teachers)
	31 Oct & 1 Nov	Silver Swans Celebrations	Adults aged 55+ who are interested in dance, community and lifelong well-being, Silver Swans Licensees and Global audience
November	2-3 Nov	The Bedells Bursary	Young dancers who have passed the RAD Advanced 1 exam, with Distinction
	16 Nov	A Level Open Day	A Level students
December	15 Dec	Exploring Repertoire: Cinderella	Adults aged 18+ who are interested in repertoire

Terms and conditions for advertisers

1. Formats for artwork

Please supply high resolution online artwork by email, as a GIF or JPG file, 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 March and September each year. 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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