

## Advertising Specs and Pricing

### Engagement Model

**Members** receive a monthly PDF called the “print version” by subscribing to our mailing list—currently at 364 individuals. We include our sponsors’ ads in each mailer, which is sent out the first Monday of every month. Articles circulate to our website after the monthly issue is released. Our **web traffic** averages 1,200 unique, engaged visitors per month. Viewers are largely in the United States and Canada with other readers coming from countries in South America, Europe, and Asia.

### Pricing Tiers

**Monthly sponsorship**, our most visible ad package, includes a full-page advertisement, a homepage web advertisement, and a mention in the monthly email that includes the PDF “print version” of the magazine (seen by all subscribers in their inbox): \$155

*Reserving ad space for multiple months at once results in a 10% discount*  
(ie. December and January Monthly Sponsorship costs \$279)

#### **Print advertisement: (appears only in the PDF of the magazine)**

Back cover advertisement:	\$95 for image at 2550 x 3300 pixels
Full page advertisement:	\$90 for image at 2550 x 3300 pixels
Half page advertisement:	\$50 for image at 2550 x 1650 pixels

#### **Web advertisement: (appears only on [www.dancegeist.com](http://www.dancegeist.com))**

Side banner advertisement (main home page):	\$45 for image at 160 x 600 pixels
Side banner advertisement (other web page):	\$25 for image at 160 x 600 pixels
Footer advertisement (main home page):	\$35 for image at 460 x 60 pixels
Footer advertisement (other web page):	\$10 for image at 460 x 60 pixels

### December Deadlines

**November 19th:** ad space info sheet due  
**November 25th:** ad materials and payments due

**Questions?** Email [contact@dancegeist.com](mailto:contact@dancegeist.com)



## Ad Space Information Sheet

Contact name:

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Contact email:

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Company name:  
(as you'd like it to appear in advertisement)

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Other copy to include with ad  
(if not on ad image)

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### Advertisement Type

	Dec	Jan
Monthly sponsorship [\$155]	<input type="checkbox"/>	<input type="checkbox"/>
Back cover print advertisement [\$95]	<input type="checkbox"/>	<input type="checkbox"/>
Full page print advertisement [\$90]	<input type="checkbox"/>	<input type="checkbox"/>
Half page print advertisement [\$50]	<input type="checkbox"/>	<input type="checkbox"/>
Side banner web advertisement (main home page) [\$45]	<input type="checkbox"/>	<input type="checkbox"/>
Side banner web advertisement (other web page) [\$25]	<input type="checkbox"/>	<input type="checkbox"/>
Footer web advertisement (main home page) [\$35]	<input type="checkbox"/>	<input type="checkbox"/>
Footer web advertisement (other web page) [\$10]	<input type="checkbox"/>	<input type="checkbox"/>

Upon receipt of this sheet, Dancegeist will issue an invoice through **PayPal** to complete payment.  
Please note: **YOUR AD SPOT IS NOT SECURED UNTIL PAYMENT IS RECEIVED.**

Questions? Email [contact@dancegeist.com](mailto:contact@dancegeist.com)

Dancegeist Magazine is a free monthly, dance-centric online publication who's first issue was released August 3rd, 2020.