



2016-2017 Advertising Contract



Welcome to DanceComps.com and the ability to reach Dance Studios, Teachers, Parents and Dancers on a nationwide scale. We offer a variety of advertising opportunities which are perfect for any competition, convention or business.

Please check off the advertising opportunities you would like to sign up for. **Competitions & Conventions MUST be a Featured Comp or Convention in order to take advantage of our Geotargeted and Personalized E-blasts.**

Client (Comp/Business Name): _____

- Featured Competition & Convention**
The best and most effective way to reach dance studios and teachers nationwide. We are proud to over deliver on your return on investment.

- Geotargeted Banner Advertising**
Gone are the days of wasting valuable time and money blanketing large areas with postcards and untrackable magazine ads. Geotargeted Banner Advertising gives our clients the ability to focus their advertising budget on the exact location and demographic they are looking for.

- Personalized Competition E-blast**
Looking to reach out directly to the studios? Our studio e-blast list contains over 2500+ studios and teachers waiting to hear from you. Our list has been grown organically and continues to grow every day!

Featured Competition & Convention

The best and most effective way to reach dance studios and teachers nationwide. We are proud to over deliver on your return on investment.

Becoming a Featured Competition is the easiest way to reach thousands of dance studios nationwide. Your featured status will be valid for one(1) full year and your competition will be entitled to the following:

- DanceComps.com Profile Page
- Login Information for Profile Page
- Logo Displayed on Home page (A maximum of 8 logos will be displayed on DanceComps.com Home page. Featured Logos positions and impressions are rotated evenly.)
- Listing on Featured Comps Page.
- Updated Event Listings (Under Package 1 the Client is responsible for updating listings)
- Logo, Website, and E-mail Address on our DanceComps.com E-blast. A minimum of 3 e-blasts will be sent, during the competition advertising period (Summer-Late Fall).
- Facebook Featured Competition of the week posting (Minimum of 1 time)

Please select which Package you would like:

- Package 1:** \$950.00 - Client is responsible for updating of profile, events, and information. DanceComps.com will provide the Client with training on our easy to use admin system. Any person with knowledge of e-mail and applications like Facebook or Microsoft Word will be able to update their own profile.
- Package 2:** \$1450.00 - We do all the work. Once a month a DanceComp Rep will review your website, look for any new photos, events, and information and automatically update your profile.

This information will be displayed on your DanceComps.com profile:

Competition Name: _____

Address: _____

City, State, ZIP: _____

Director or Studio Contact: _____

Phone: _____

Fax: _____

E-mail: _____

Website: _____

Clients Initials: _____

Geotargeted Banner Advertising

Gone are the days of wasting valuable time and money blanketing large areas with postcards and untrackable magazine ads. Geotargeted Banner Advertising gives our clients the ability to focus their advertising budget on the exact location and demographic they are looking for.

How Geotargeting works: DanceComps.com currently has banner advertising placed throughout our website with the ability to show specific ads to our users, based on their location. This gives competitions the ability to place a "We are coming to Houston, TX" ad to be seen by Houston and it's surrounding areas. Local "call to actions" which reference a city greatly increase the click through rate of the advertisement. Monthly click reports are available for each of your target locations upon request.

City & Area Positions: We have broken up each city into "positions" based on the traffic that area delivers to DanceComps. Each city has 1-8 positions, an area like Manhattan, NY has 8 available positions and a city comparable to Albuquerque, NM has 2 positions. A DanceComps rep can help you determine the amount of positions that are available in your target areas and cities.

Claiming Your Positions: Claiming your positions is on a first come first serve basis, and your position is not reserved until your contract has been submitted. A competition has the ability to become the sole advertiser in an area by purchasing all positions or will equally share the space with the owners of the other positions. Please call or e-mail us with which cities you are looking to target, a DanceComps Rep will let you know how many positions are available in each target city. Once your contract is submitted the amount of positions in that city and your position is locked in for one (1) full year of advertising. Upon expiration of the contract you will be given the ability to renew before the positions are offered to other advertisers. Positions in a city may increase if there are no active contracts for the positions in that city.

Ad Specifications: 300px W x 250px H - Please provide your banner in either JPEG, GIF, or Flash Animation. If you are planning on using Flash, please provide both a Flash Animation as well as a JPEG image for non-flash compliant devices. DanceComps.com reserves the right to pull any overly distracting, misleading or offensive advertising. Rule of thumb: If you wouldn't want the ad on your own website, please do not ask us to place it on ours.

Cost Per Position: \$200

City / Area Name	Total Positions	Client's Position(s)	Date
1. _____	_____	_____	_____
2. _____	_____	_____	_____

3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____
21. _____
22. _____
23. _____
24. _____
25. _____

Client Initials: _____

Total Client Positions Total Cost

x 200 =

The client is responsible for reviewing and approving the above ad positions. Client Positions may be added at anytime throughout the year, which will result in an updated contract.

Need help designing your banner ads?

We aren't just DanceComps.com, we are a full service design and web development agency with a love for dance. Our design team can help put together the perfect ad banner for your campaign. Our reduced hourly rate for Featured Comps is \$40/hr and a quote can be provided upon request. Most JPEG ads take 2-4hrs to design and Flash Ads take 8-12hrs but once it is made, it's yours to keep!

I want DanceComps to quote out designing my banner.

Quoted Cost:

Personalized Competition E-blasts

Looking to reach out directly to the studios? Our studio e-blast list contains over 2500+ studios and teachers waiting to hear from you. Our list has been grown organically and continues to grow each and every day!

How to use our blast list: Separate from our 50,000+ blast list, DanceComps has an organically grown list of over 2900 competition competing studios. All you need to do is supply us with graphics and information you want in the e-blast and we'll do the rest. The e-blast will be sent using a professional bulk e-mailer and has a 99% delivery rate. This ensures your e-mail reaches each and every studio on our list. To increase open and click through rate the e-mail will be delivered using a DanceComps header and e-mail address, to ensure the user that the information is coming from a reputable source. Two weeks post e-blast, a click and open report will be provided to the client for review. DanceComps allows a limited amount of e-mails per month, as we recommend scheduling all blasts in advance.

E-blast Specifications: Client will be responsible for providing graphics, and information for the e-blast. The e-blast is 800px wide with a maximum height of 2000px. DanceComps strongly recommends using a Call To Action such as a Promotion, Coupon, or Contest to increase user clicks. Our team will be available to assist with any questions or ideas regarding your e-blast promotion.

Initial E-blast Setup & Deployment: \$600

The initial E-blast cost includes the design and setup of the blast. Upon renewal of a contract the initial setup fee must be submitted again as this covers the cost of updating the schedule, text and images of the e-blast template.

Follow-up Blasts E-blast: July 15th - November 15th \$400 / November 16th - July 14th \$275

A follow-up blast is the same e-blast scheduled to be sent out a second time. Minor text updates are included in the cost of the follow-up blast but design changes may incur additional costs. Please ask your DanceComps Rep for more information.

Date of E-mail Blast / Cost

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____

Clients Initials: _____

Billing & Legal

Please read this information over carefully and fill out all required information.

This document will serve as a contract between DanceComps.com and (Client) _____. This contract is valid once signed and will remain valid for (1) one year from the Client sign date. Any addendum to the contract will be initialed by both your DanceComps Rep and the Client.

Client agrees to pay DanceComps the total amount indicated by the total field below. Once DanceComps.com has received this signed contract by mail or fax, Client's account will be activated. Client then has 1 week to provide payment via Check or Credit Card or Client's account will be revoked until payment has been placed. Client assumes liability for the contents of all profiles and advertising and agree to indemnify DanceComps.com against any damages and related expenses (including attorneys fees).

DanceComps.com shall have no liability for failure to execute accepted advertising orders because of governmental restrictions, acts of God, accidents, fires, internet outages or any other cause beyond DanceComps.com's control. DanceComps.com is not responsible for errors and shall have no liability for damages due to an error in text or graphics.

DanceComps.com reserves the right to delete, edit, or revoke any accounts which use inappropriate language or abuse the administrative system. All posted events must be legitimate and are subject to review by DanceComps.com.

Featured Comp Total: _____

GeotargetedAd Total: _____

Personalized E-blast Total: _____

Total: _____

Payment Type:

Check Credit Card Paypal

Make all checks payable to **Superior Media & Marketing**, mail to:

Superior Media & Marketing
Attn: DanceComps.com
3 Pinehurst Dr.
Saratoga Springs, NY 12866

please circle one



Credit Card Payments can be made by calling **518.291.9616** or by filling out and faxing in the following information Fax: 518.602.9241. **Credit cards will be charged by our parent company Superior Media.**

CC#: _____

Expiration: _____ Name on card: _____

Billing Information:

Business Name: _____

Contact Name: _____

Billing Address: _____

City, State, ZIP: _____

Phone: _____

E-mail: _____

- Please automatically renew my Featured Competition or Business account in order to prevent a disruption of service. The client will be notified of the renewal before DanceComps.com charges the account.

Client Authorized Signature _____

Print Name _____

Date _____

Thank you for your business!
We look forward to working with you!



2016-2017
Advertising Contract