



2018-2019 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.**

Advertiser (Comp/Business Name):

Featured Competition & Convention

Our flagship advertising product gives studios and teachers all over North America, access to your competitions information. As well as creates brand exposure and increases the Search Engine Optimization (SEO) of your website!

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 advertisers 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 4000+ studios and teachers waiting to hear from you. Our list has been grown organically and continues to grow every day!



Featured Competition & Convention

Our flagship advertising product gives studios and teachers all over North America, access to your competitions information. As well as creates brand exposure and increases the Search Engine Optimization (SEO) of your website!

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 starting on the date of submission on this contract and your competition will be entitled to the following:

- DanceComps.com Profile Page w/ access to update yourself.
- 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 (*Our 3rd most trafficked page on DanceComps*)
- Updated Event Listings (Under Package 1 the Advertiser 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-Early Fall).
- Facebook & Instagram Featured Competition of the week posting (Minimum of 1 time)
- Event Recommendations - If a studio is searching for a non-featured event in your area, we'll recommend your event to them!

Please select which Package you would like:

Package 1: \$950.00

Advertiser is responsible for updating of profile, events, and information. DanceComps.com will provide the Advertiser 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.

I'm renewing with DanceComps.

Thank you for your loyal support, you do not need to complete the following competition information section.

- Or -

I'm new to DanceComps.

Welcome! Please fill out the follow information so that we are able to create your profile for you. We'll do all the setup for you since you have better things to do. After we are done, we'll share your login information so you can make updates when needed.

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

Competition Name:

Address:

City, State, ZIP:

Director or Studio Contact:

Phone

Fax

Email

Website

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 Advertisers 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 its surrounding areas. Local “call to actions” which reference a city greatly increase the click-through-rate (CTR) of the advertisement. Click and impression reports are available for each of your target locations upon request.

City & Area Positions:

We have broken up each city or state 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 as well as what is available.

The screenshot shows the DanceComps.com website interface. At the top, there is a navigation bar with the logo and a search icon. Below the navigation bar, there is a "Join our mailing list" section with input fields for "First Name" and "Email", and a "Submit" button. The main content area features a "featured comps" section with a banner for "ADC 2018 ADDICTED 2 DANCE". The banner includes the text "COMING TO DAVENPORT! 05.26.18" and a "Click For More Details" button. The banner also features an image of a dancer in a dynamic pose.

Personalized Competition E-blasts

Looking to reach out directly to the studios? Our studio e-blast list contains over 4000 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

DanceComps has an organically grown list of over 4000 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 Advertiser for review. *DanceComps allows a limited amount of e-mails per month, as we recommend scheduling all blasts in advance.*

E-blast Specifications

DanceComps designs and develops a custom mobile friendly email template for you. The e-blast is 600px wide with a maximum height of 2000px.

In order to complete your design we need the following:

- **Logo** - Vector/art file, PDF, or high res PNG with transparent background
- **Call to Action** *Strongly Recommended* - Promotion, Discount, or Coupon
- **Body Copy**
 - Tour Dates & Locations (If they are not already listed on DanceComps)
 - 2-4 sentences about your Competition or Events
 - Bulleted list of why the studios should come to your event, as well as the following contact information:
 - Contact Info
 - Email
 - Phone
 - Website
- **Images** - At least 3-5 high res images / Minimum 750px wide.

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 (Advertiser) _____ . This contract is valid once signed and will remain valid for (1) one year from the Advertiser sign date. Any addendum to the contract will be initialed by both your DanceComps Rep and the Advertiser.

Advertiser 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, Advertiser's account will be activated. Advertiser then has 1 week to provide payment via Check or Credit Card or Advertiser's account will be revoked until payment has been placed. Advertiser 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). Advertiser is responsible for any fees associated with graphics that have copyright restrictions.

The Advertiser is fully responsible for providing graphics and content as specified in this contract. In the case where an advertiser does not provide the specified graphics and content, DanceComps will not be obligated to advertise and will not issue a refund or credit.

DanceComps.com shall have no liability for failure to execute accepted advertising orders because of governmental restrictions, 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:	\$ _____
Geotargeted Ad Total:	\$ _____
Personalized E-blast Total:	\$ _____
Total:	\$ _____

Payment options on next page.

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

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:	
CVV Code:	
Name on Card:	

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 Advertiser will be notified of the renewal before DanceComps.com charges the account.

Advertiser Signature:	
Print Name:	
Date:	

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

