



Palmyra
ACADEMY OF dance
PRESENTS
ONCE UPON A DANCE

SHOWCASE 2019

TUESDAY, JUNE 4, 2019 | 6:00 PM | THE HERSHEY THEATRE

NAME: _____

This packet includes all the information you will need as showtime approaches.

Most questions parents have can be answered by referring to this handbook.

During show rehearsals studio staff cannot easily be reach as we will be at the theatre morning to night.

Please retain this packet for the remainder of the dance season. You will need to refer to it for important information regarding rehearsals, tickets sales, and showtime procedures.

Included in this packet:

- Journal ad information and forms
- Show fee information
- Ticket Sale information
- Blocking, Tech, and Dress Rehearsal Schedules
- Show night drop off and pick up procedures
- Volunteer Form
- Star program
- Calendar that includes dates and deadlines for the remainder of the year - see below

Hair, shoes, and tights requirements will be emailed separately.

DVD order forms will be available by email and at the studio..

This handbook is also available on our website, palmyraacademyofdance.com.

IMPORTANT DATES TO REMEMBER

April 6 - Deadline for journal ad submissions and show fee. Bottom slip on journal form MUST be turned into Mrs B for ad to be submitted. There are no exceptions.

April 5 - Volunteer form due

April 6 - Ticket sales begin at the studio 9:00 AM

May 4 - Blocking Rehearsal at Hershey Theatre - see schedule

May 13 - May 31 - Mandatory class attendance

* Exception on Monday May, 27 - Studio Closed for Memorial Day

May 31 - Last class day for the remainder of the season

June 1 - Tech Rehearsal at the studio - see schedule

June 2 & 3 - Dress rehearsal at the Theatre - see schedule

June 4 - SHOW NIGHT!!!

ONCE UPON A DANCE - 2019

Each show is a culmination of year of work. It is a celebration of each student, their journey, commitment, and dedication to their dance education. As teachers we notice so much more each week in class. The year starts off with many students weary. As we work to earn the student's trust they begin to blossom. The children begin to see they have a place, they are seen, they are heard and they are loved. They grow from within. With each show we honor our dancers as they have honored us throughout the year by giving them an opportunity, the biggest way we know how, to share their growth with those that loved, supported and guided them. Thank you for your support.

SHOW DATE, TIME, AND VENUE

TUESDAY, JUNE 4, 2019

Doors open at 5:30 PM

THE HERSHEY THEATRE

15 East Caracas Avenue
Hershey, PA 17033

Having the use of the Hershey Theatre for our show is something we are so proud of. We strive to expose our students to all aspects of dance, including theatre, lighting, production and sound. We know this exposure expands our students love and appreciation for live theater, and what better way to do that than having our show at the historic Hershey Theatre. In the coming weeks the teachers will spend time sharing some of the historical significance in performing at a venue like this. There have been thousands of professionals from Broadway and beyond who have performed on this stage. It is important our students have an appreciation for this special opportunity and the vision Milton Hershey had and the gift he gave our community.

ANNUAL JOURNAL

Our annual journal serves as a yearbook, journal, and show program all in one! They are cherished by the students and will be a keepsake for years to come. Each family will receive their journal on performance night. Included in this journal are patron ads, personal ads, class photos, and the complete program with students' names.

To give our students the opportunity to perform in such a high quality and well-produced show that we pride ourselves on, each family is responsible for a show fee. Producing this caliber show has many costs such as theatre rental, lighting, music editing, stage crew, sets, props, ticketing and much more.

Please help Palmyra Academy of Dance defray the cost by giving your friends, family, or the community businesses you patronize the opportunity to purchase ad space in our show journal. The Journal Ad Form is attached. If selling a patron ad please fill in ALL student details and drop off the next time you frequent a local business. Calling ahead of time to ask if the business would prefer the form by email is also a great idea.

The show fee is \$75 for one student or \$100 for families with multiple students performing. There are two options to pay your show fee:

1. Fundraise by selling a Business Ad for our journal.
2. Pay the fee directly and submit Personal Ad, in PDF form that includes a special message to your child along with their photo.

This is a great opportunity for local businesses who love supporting their community. Approximately 1200 journals will go out! People love looking through our journal to see all the class pictures of our students. Don't forget personal ads – they count towards your show fee as well. Just one quarter page ad is all you need to sell to cover your show fee!

The Journal ad form is attached. Additional copies will be available at the studio and will be emailed. Please read forms carefully.

Please note the ad submission email address, paodjournal@gmail.com. Ads sent to the 'studio' email address will NOT be submitted into the journal, and the \$75 fee will NOT be reimbursed. Hard copies of ad submissions will NOT be accepted at the studio. All personal ad submissions must be in complete PDF form. Do not send an email with text and a photo attached. It will not be accepted. Please do not use the paodjournal email address for communication with PAoD Staff as it is for ad submissions ONLY.

Deadline for ad submission is **Friday, April 5th!**

TICKET SALES

Ticket sales for our end-of-year show will begin on **Saturday, April 6 at 9:00 AM** at the studio. Tickets sales will continue week-nights during studio hours. Tickets will be available at the Hershey Theatre box office on show night, Tuesday, June 4. All seating is reserved.

Hershey Theatre policy states every person, including hand held infants must have a seat assigned. Palmyra Academy of Dance offers complimentary tickets for infants age 0-12 months.

Accessible seating is available. Please let us know what needs you have when making your seating selection.

Regular Admission: \$24 - age 10 and up
Junior Admission: \$19 - age 1-9
infant Admission (newborn to twelve months): FREE

No strollers are permitted in the theatre. Infant carriers are not permitted in the aisles as students will be moving around the theatre throughout the performance.

For a view of the Hershey Theatre seating chart, visit www.HersheyTheatre.com.

COSTUME DISTRIBUTION

Parents will be notified when costumes are being distributed. Combo parents only will be asked to attend the costume distribution, which will be the first 15 minutes of class. Students beginner level and up will be sent an email with specific information on how the hair piece should be placed and accessories should be worn.

All tuition and costume balances must be up to date to collect your costume.

Dancers should try on their costume as soon as they get home. Please let us know immediately if there are any sizing problems. Please hang all costumes in the bathroom where the hot steam from the shower can release wrinkles. All costumes with tulle skirts must be hung upside down to open the skirt. We will give you specific instructions when your costume is handed out.

Please label all pieces of the costume including accessories and tights with your child's name.

MANDATORY ATTENDANCE

Class attendance is mandatory **May, 13-31**. * Exception on Monday, May 27 the studio is closed for Memorial Day.

HAIR AND MAKEUP

When costumes are given out parents will be informed how their child's hair should be worn for Dress Rehearsal and the Show. Please ask us if you have any questions. Youtube is a great resource for hair and makeup tutorials! Boys will be informed of hair requirement by their teacher. Only clear or nude colored nail polish is permitted for Dress Rehearsal and Show night. No jewelry allowed.

GENERAL GUIDELINES FOR GETTING SHOW READY HAIR:

- Have brush, comb, ponytail holders, hair spray, water spray bottle, hair gel and hairspray on hand.
- Whenever hair is being pulled back the hair needs to be slicked back so there are no lumps or flyaways.
- Hair pins or bobby pins and a hairnet that matches the dancer's hair color are needed to make a bun.
- Please make sure your child does not have any brightly dyed hair streaks that could be noticeable.
- High Buns should start with a ponytail on the crown of the dancer's head.
- Low Side Buns must have a part on the dancer's right side of their head. The bun should be behind the dancer's left ear, low at the nape of the neck.

GENERAL GUIDELINES FOR SHOW READY MAKEUP:

- The purpose of stage makeup is to highlight the dancer's features which are often washed out under the bright stage lights. Therefore, the rule of thumb is more is better!
- Eyeshadows should be neutral colors like browns, golds, silvers and nudes.
- Blush colors should be a bright rose or pink and is best applied at the base of the cheekbone.
- Try to find rich saturated color palettes so that one application of blush and eyeshadow will suffice. It is especially hard for the little ones to sit through a makeup application. If you use high saturated colors, most often one application is all that's needed for the colors to show up well.
- Highlight the dancers eye above and below the eye (if possible) with a dark brown or black eyeliner.
- Mascara should be placed on top and bottom lashes.
- All students in Intermediate level classes and above should wear fake eyelashes.
- Lipstick should be a rich color red. Use a matching lip liner to help prevent lipstick from bleeding.

RECITAL PHOTOS

Recital photos will be taken at the studio this year. Additional details as well as order forms will be available in April.

- Individual and class photos will be taken.
- Every student will be taking a class photo, but there is no obligation to purchase.

STAR PROGRAM

Families and students will be able to purchase individual cut out stars for the dancers. A personal message can be written on the back of the star. All students will receive their stars show night after they perform and will wear them during their curtain call.

In a seminar we learned about this program from two college age students that were lifelong dance students, and now dance teachers them self. They spoke profoundly about the how deeply they cherish the handwritten messages they'd received over their many years of dance through their studio 'star program,' and we knew we needed to make this available to our families as well!!!

The cost of each star is \$1. Stars will be available to purchase and write out in the studio lobby. You are welcome to purchase a star to bring to grandma and grandpa or anyone that might have a special message to share with your special dancer!

SHOW ORDER

The Show Order below outlines the order of each class's performance on show night. Find your child's show number and the Act they perform in. Please review this information with your child, it is helpful for them to know for show night. It is not necessary for Combo students to remember their show number. For dancers in multiple numbers that will be carrying their costumes in garment bags please mark your child's garment bag with their show number and their name. Use the show number as a guide in locating their Tech Rehearsal, Blocking Rehearsal, and Dress Rehearsal Schedule. Please note, only certain classes are required to attend the Blocking Rehearsal.

SHOW ORDER

ACT 1			
#	SONG	CLASS	TEACHER
1.	Scooby Doo Pa Pa	Ade Jazz & Int. I Jazz	Maria
2.	Flintstones	Tap 2	Alley
3.	I Dreamed A Dream	Ballet 5	Maria
4.	Let's Start Tomorrow Tonight	Jazz 3/4	Amy
5.	Dream A Little Dream	Combo 1 - Monday PM	Rebecca
6.	Like A Prayer	Advanced Jazz	Maria
7.	In My Feelings	Hip Hop 1	Veronica
8.	Waiting For Love	Int 1 Tap	Amy
9.	Where Does The Good Go	Contemporary 5	Veronica
10.	You Know It's About You	Ballet 2	Tara/Megan
11.	G-Slide	Combo - Hip Hop/Ballet	Veronica
12.	Top Hat, White Tie and Tails	Tap 4	Amy
13.	Salute	Intermediate. 1 Hip Hop	Angeline
14.	Granted	Ballet 1	Megan
15.	Zombie	Advanced Contemporary	Maria
16.	I Love Me	Jazz 5	Tara
17.	Danse Macabre	Int 2 Ballet	Rebecca
18.	It's Tricky	Hip Hop 3	Angeline
19.	Cotton Eye Joe	Beginner/1 Tap	Megan
20.	A Dream is A Wish	Combo I - Mon AM	Rebecca
21.	Matilda	Theater 2/3	Laurie
22.	Feeling Good	Kickline	Maria

INTERMISSION - 15 Minutes

ACT II

#	SONG	CLASS	TEACHER
23.	Alice's Adventures in Wonderland	Ballet Company	Maria/Megan
24.	Idol	Hip Hop 2	Emily
25.	Nothing Else Matters	Intermediate 1 Ballet	Megan
26.	One Man's Dream	Advanced Ballet	Maria
27.	Seize The Day	Juniors	Amy/Tara/Emily
28.	Hokey Pokey	Beginner Hip Hop	Veronica
29.	Wildside	Jazz 2	Tara
30.	Business Part 1, 2, 3	Advanced Modern	Megan
31.	Life Could Be A Dream	Combo II - Tues PM	Veronica
32.	Do It Like This	Tap 5	Alley
33.	Nocturne	Beginner Ballet	Megan
34.	Fly Me To The Moon	Intermediate 1 Jazz	Maria
35.	Cristofori's Dream	Ballet 3/4	Megan
36.	Calling All The Monsters	Combo - Hip Hop/Tap	Emily
37.	Star Struck	Hip Hop 5	Angeline
38.	I Like It	Advanced Hip Hop	Angeline
39.	Mambo # 5	Beg/1 Jazz	Emily
40.	Mr. Sandman	Combo I - Wed PM	Tara
41.	Half Light	Intermediate 1 Contemporary	Maria
42.	Bamm	Hip Hop 2	Alley
43.	DREAM	Adaptive	Rebecca/Tara
44.	Pop Rally	Finale - Adv Tap/Junior	Alley/Angeline

TECH REHEARSALS - AT THE STUDIO - COSTUMES REQUIRED - NEW!!

Mandatory Tech Rehearsals will take place on **Saturday, June 1, 2019** at the studio. ALL students are required to attend. Students will be running the show in order and including all quick changes.

Students in one number must come in costume. Students in multiple numbers should have all their costumes, accessories, shoes, and tights with them. Costumes going into quick change must be in a separate garment bag, labeled with the child's name and performance number, and should be visible on the outside of the bag. Makeup is not necessary.

First Act - 8:45-11:00 AM

Second Act - 11:45-2:00 PM

THEATRE BLOCKING REHEARSALS - SATURDAY, MAY 4, 2019 AT THE HERSHEY THEATRE

All Blocking Rehearsals take place at the Hershey Theatre. Please look up your child's blocking rehearsal schedule below using their show number.

- All Blocking Rehearsals are mandatory
- Please arrive 10 minutes early to warm up
- Students should wear dancewear and bring their dancebag with shoes. NO costumes.
- Students should be dropped off at the 'stage door' entrance located towards the rear of the east side of the theatre.
- Please plan to pick up your child 10 minutes after their last rehearsal time slot.
- Please note, not all classes attend each rehearsal day. Look up your child's "number" in the Show Order on the previous page, use that to help you find their specific rehearsal information.

TIME	#	SONG	CLASS	TEACHER
9:00-10:30 AM	8.	Waiting for Love	Intermediate 1 Tap	Amy
	23.	Alice's Adventures in Wonderland	Ballet Company	Maria, Megan, Tara
	27	Seize the day	Juniors	Amy, Emily, Tara
10:15-12:00 PM	21.	Matilda	Theater 2/3	Laurie
	44.	Rep Rally - FINALE	Advanced Tap & Juniors	Alley, Angeline
	22.	Feeling Good	Kickline	Maria
11:45-1:30 PM	1	Scooby Doo Pa Pa - OPENING	Advanced Jazz & Int 1 Jazz	Maria
	6.	Like a Prayer	Advanced Jazz	Maria
	38.	I Like It	Advanced Hip Hop	Angeline

THEATRE DRESS REHEARSAL SCHEDULE - SUNDAY JUNE 2, & MONDAY JUNE 3

- Arrive 15 minutes early, SHOW READY - in full makeup, and hair. All students in one number only must be in costume. A cover-up can be worn over their costume.
- Students should be dropped off at the 'Stage Door' entrance located towards the rear of the east side of the theatre.
- The theatre, including the balcony will be closed during all theatre rehearsals. Parents are permitted to stay and wait in the lobby.
- Pick-up time is 10 minutes after the student's last scheduled time slot.
- Students in multiple numbers must have every piece of their costumes including tights, shoes, and accessories labeled. Each costume should be hung in a separate garment bag, with their name on the front and the corresponding tights, shoes and accessories included within the bag. These students should also have with them their makeup for touch ups, hairbrush or comb, hairspray, and bobby pins for hair changes if needed.
- For students in multiple numbers who will be at the theatre for an extended period, dry snacks and clear liquids are permitted. Please pay careful consideration to food choices to lessen the risk of potential spills and costume stains. **NEW THIS YEAR**, parents are not permitted to drop food off to their dancer during rehearsals. Food must be packed beforehand and brought with the dancer to rehearsals.

DRESS REHEARSAL SCHEDULE - SUNDAY, JUNE 2

TIME	#	SONG	CLASS	TEACHER
8:50-10:30	33.	Nocturne	Beginner Ballet	Megan
	5.	Dream A Little Dream	Combo I - Monday, 4:30	Rebecca
	7.	In My Feelings	Beginner Hip Hop	Veronica
	31.	Life Could Be a Dream	Combo II - Tuesday PM	Veronica
10:10-11:50	39.	Mambo #5	Beginner/ 1 Jazz	Emily
	36.	Calling All The Monsters	Combo - Hip Hop /Tap	Emily
	28.	Hokey Pokey	Hip Hop 1	Veronica
	40.	Mr. Sandman	Combo I - Wednesday, 6:30	Tara
11:30-1:00	19.	Cotton Eye Joe	Beginner/ 1 Tap	Megan
	11.	G-Slide	Combo -Hip Hop/Ballet	Veronica
	14.	Granted	Ballet 1	Megan
	42.	Bamm	Hip Hop 2, Monday 5:30	Alley
12:40-2:20	24.	Idol	Hip Hop 2, Tuesday 4:30	Emily
	18.	It's Tricky	Hip Hop 3	Angeline
	2.	Flintstones	Tap 2	Alley
	20.	A Dream is A Wish	Combo I - Monday, 9:30 AM	Rebecca
2:00-3:40	10.	You Know It's About You	Ballet 2	Megan/Tara
	12.	Top Hat White Tie & Tails	Tap 4	Amy
	29.	Wildside	Jazz 2	Tara
	4.	Let's Start Tomorrow Tonight	Jazz 3/4	Amy
3:20-5:00	32.	Do It Like This	Tap 5	Alley
	35.	Cristofori's Dream	Ballet 3/4	Megan
	3.	I Dreamed A Dream	Ballet 5	Maria
	25.	Nothing Else Matters	Intermediate 1 Ballet	Megan

DRESS REHEARSAL SCHEDULE - SUNDAY, JUNE 2

CONTINUED...

4:40-6:00	17.	Danse Macabre	Intermediate 2 Ballet	Rebecca
	16.	I Love Me	Jazz 5	Tara
	34.	Fly Me To The Moon	Intermediate 1 Jazz	Maria
	37.	Star Struck	Hip Hop 5	Angeline
5:40-7:00	13.	Salute	Intermediate 1 Hip Hop	Angeline
	9.	Where Does The Good Go	Contemporary 5	Veronica
	41.	Half Light	Intermediate 1 Contemporary	Maria
6:45-7:20	43.	D.R.E.A.M	Adaptive Dance	Rebecca, Tara
7:00-7:30	8.	Waiting For Love	Intermediate 1 Tap	Amy

DRESS REHEARSAL SCHEDULE - MONDAY, JUNE 3

3:50-5:30	1.	Scooby Doo Pa Pa	Opening	Maria, Angeline
	38.	I Like It	Advance Hip Hop	Angeline
	27.	Seize The Day	Juniors	Amy, Emily, Tara
5:10-6:50	26.	One Man's Dream	Advanced Ballet	Maria
	23.	Alice's Adventures in Wonderland	Ballet Company	Maria, Megan, Tara
	30.	Business Part 1, 2, 3	Modern	Megan
6:30-7:30	44.	Pep Rally	Finale	Alley, Angeline
	21.	Matilda	Theater 2/3	Laurie
	22.	Feeling Good	Kickline	Maria
7:10-8:10	15.	Zombie	Adv. Contemporary	Maria
	6.	Like A Prayer	Advanced Jazz	Maria

PERFORMANCE NIGHT – TUESDAY, JUNE 4, 2019.

» DROP-OFF AND PICK-UP PROCEDURES

DROP-OFF

Please arrive by 4:45 PM so that we have all students checked in before 5:00 PM.

Students with quick changes must arrive by 4:15 PM. Students with quick changes will be notified.

- Drop-off location – From East Caracas Ave - drop off is located at the east side of the building toward the rear and is marked “Backstage Door.” You will see PAoD staff there to greet your child and check them in. Please make sure you park your car and walk your child to the drop off location.
- No parents are permitted to enter the Backstage Door.
- Parents of children in Combo AND Beginner level classes will be given a pick-up bracelet. Please wear the bracelet. This will allow ONE parent access to your child’s pick-up location after the show.
- All Combo students will be given a bag at their rehearsal to be used for show night. Combo students are permitted to bring this bag only. Parents can hold onto any cover ups the students may be wearing at drop off. In this bag should be their dance shoes only. They do not need make-up, snacks, or crafts. This will be supplied for them by the studio.

PICK-UP

LEVEL 1 CLASSES AND ABOVE PICK-UP PROCEDURE

Students will be dismissed in the lower lobby. Only one parent per child can be in the lower lobby at pick up. Please respect this rule as it is put in place to make the pick-up process more efficient and less stressful on students and parents.

Please note, it will take time for your child to come out, as they will need to gather their belonging after curtain call.

COMBO AND BEGINNER LEVEL

Parents will be picking-up in the orchestra of the theatre. At the conclusion of the show family members are expected to exit the theatre. One parent ONLY with the pick-up bracelet is permitted to stay for pick-up. Please see your specific pick-up location on the next page. Pick-up locations for Combo students are on the RIGHT and LEFT seat sections of the orchestra. For Beginner level students the pick up location is CENTER orchestra. Please use the chart on the next page to help find your child’s pick up location. Note STAGE location to find RIGHT and LEFT side of theatre.

- COMBO parents should use Right or Left OUTSIDE aisles ONLY.
- BEGINNER level parents can use either of the two center aisles.

PICK-UP LOCATIONS - COMBO AND BEGINNER LEVELS ONLY

STAGE

LEFT ORCHESTRA

- Combo II - Tuesday 5:30 - Miss Veronica
- Combo Ballet/Hip Hop - Tuesday 4:30 - Miss Veronica
- Combo Tap/Hip Hop - Thursday 4:30 - Miss Emily

RIGHT ORCHESTRA

- Combo I - Monday, 9:30 AM - Miss Rebecca
- Combo I - Monday 4:30 - Miss Rebecca
- Combo I - Wednesday 6:30 - Miss Tara

CENTER ORCHESTRA

- Beginner Ballet - Thursday 6:30 - Miss Megan
- Beginner Jazz/ 1 - Thursday 5:30 - Miss Emily
- Beginner Tap/ 1 - Wednesday 6:30 - Miss Megan
- Beginner Hip Hop - Wednesday 5:30 - Miss Veronica

← Combo parents use
outside aisle

↑ Beginner level parents use ↑
either center aisle

Combo parents →
use outside aisle

- One parent with pick-up bracelet permitted to remain in theatre for pick-up
- Family members should exit theatre promptly after the conclusion of the show

THANK YOU FOR YOUR COOPERATION!!!!

VOLUNTEER FORM

PLEASE RETURN TO MRS. B BY APRIL 5TH

Thank you for volunteering! We could not put on a show like this without your help and support. You are greatly appreciated!

Volunteer forms will be reviewed. If we can use your help you will be contacted by email the week of May 13th.

Volunteers can enter through the stage door located towards the rear of the the east side of the theatre.

SUNDAY, JUNE 2
<input type="checkbox"/> 8:30-10:30 AM
<input type="checkbox"/> 10:30-12:30
<input type="checkbox"/> 12:30-2:30
<input type="checkbox"/> 2:30- 4:30
<input type="checkbox"/> 4:30-6:30
<input type="checkbox"/> 6:30-8:30

MONDAY, JUNE 3
<input type="checkbox"/> 3:45-5:15
<input type="checkbox"/> 5:15-6:45
<input type="checkbox"/> 6:45-8:15

Name _____ Date _____

Phone Number _____

Email Address _____

Child's Names _____

Child's Classes _____

Please carefully read over the instructions below. Your ad will NOT be in the journal if the steps below are not done to completion, and the show fee will not be reimbursed. The paodjournal email is for ad submissions ONLY, please use the studio email address studio@palmyraacademyofdance.com for questions.

Business and Personal Ad information:

Full page ad 5.5 wide x 8.5 tall inches VERTICAL

Half page ad 5.5 wide x 4 tall inches HORIZONTAL

Quarter page ad 2.5 wide x 4 tall inches VERTICAL

Eighth page ad 2.5 wide x 1.75 tall inches HORIZONTAL

1. Before you drop off the attached journal ad form at a local business, your child or children's names must be on the form.
2. All ad submissions must be properly sized paying careful consideration to vertical or horizontal layout and must be in PDF format.
3. No paper copies will be accepted at the studio.
4. No business cards will be accepted. There is a ½ page option, see above listed size for dimensions.
5. We will not except and email with a message and an attached photo.
6. The bottom portion of this form must be filled out and handed into Mrs. B. If this last step is not complete your ad will not be submitted and no refund will be issued.

Steps to create a PDF

1. Create a document in Word either on a PC or Mac
2. Size the document. See exact specifications above.
3. Insert personal photo OR business logo
4. Create a personal message OR include business information.
5. Save the document as a PDF.
6. Fill out the attached form. Making sure (1) ad size is selected (2) name or names of who the ad supports is filled in (3) contact information is filled in whether business or personal.
7. Email the PDF AND journal ad form together to paodjournal@gmail.com, deadline **April 5, 2019**.

This article is useful with help in properly sizing your document.

<http://blogs.adobe.com/acrolaw/2015/02/creating-a-pdf-at-the-right-output-size-and-dimensions/>

Fill out below and hand into Mrs. B by **April 5th**. No submissions will be expected after this deadline.

Student's Name(s): _____

Business Ad? _____ OR Personal Ad? _____

Size of Ad:

Inside Front Cover (1) _____ Inside Back Cover (1) _____ Full Page _____

Half Page _____ Quarter Page _____ Eighth Page _____

OFFICE USE ONLY:

Ad paid for? ___ Yes ___ No ___ Business ___ Personal



JOURNAL AD FORM - 2019

Palmyra Academy of Dance would like to invite you to participate in an advertising opportunity in our journal for our June 4, 2019 performance of "Once Upon A Dance" at the Hershey Theatre. Approximately 1200 9x6 journals will be distributed to community members. Thank you for supporting students in the arts in our community!

Rates for business and personal ads: Please note, all ads are black and white unless noted.

- ___ Full page ad 5.5 wide x 8.5 tall inches VERTICAL - Colored, inside front cover, only 1 - \$250
- ___ Full page ad 5.5 wide x 8.5 tall inches VERTICAL - Colored, inside back cover, only 1 - \$250
- ___ Full page ad 5.5 wide x 8.5 tall inches VERTICAL - \$175
- ___ Half page ad 5.5 wide x 4 tall inches HORIZONTAL - \$100
- ___ Quarter page ad 2.5 wide x 4 tall inches VERTICAL - \$75
- ___ Eighth page ad 2.5 wide x 1.75 tall inches HORIZONTAL - \$45

Deadline for ad submissions: **April 5, 2019**

Please make checks payable to: Palmyra Academy of Dance

Drop off checks at Palmyra Academy of Dance: 617 W Main St.

Palmyra, PA 17078

OR mail checks to Palmyra Academy of Dance: PO Box 81

Palmyra, PA 17078

Who does this Ad support (families, fill in your child's name) _____

Business Ad Contact Information:

Business Name _____ Contact person _____

Contact's Phone # _____ Contact's email address _____

Personal Ad contact Information:

Sponsor's name (parent, or grandparent etc..) _____

Sponsor's phone # _____ Sponsor's email address _____

To ensure all the necessary steps have been taken please use this checklist:

- ___ Fill out this Journal Ad form completely. Making sure an ad size is selected, and business or personal sponsor contact information is included.
- ___ Create a PDF. The ad MUST be sized, see previous page for layout orientation, and dimensions.
- ___ Fill out and hand into the studio the bottom portion of the previous page (completed by family only)
- ___ Attach the PDF and a completed Journal Ad form in an email and send it to paodjournal@gmail.com.

Please email the studio if you have any questions: studio@palmyraacademyofdance.com