



MEDIA KIT • Listings

as of 8/18/11

Below are details on the various listings offered through Dance/NYC. You'll find information on our FREE listings as well as the upgraded FEATURED listings. To add, upgrade, edit, or delete your listing log on to DANCENYC.ORG

LISTING GUIDELINES & INFO

- All listings must be placed through DANCENYC.ORG (Visit <http://dancenyc.org/dance-nyc/ads-and-listings.php>)
- All photos received must include a credit. You must acknowledge you have obtained the rights to use this image Publicly and release Dance/NYC of all liability in publishing the photo.
- Calendar listings are indefinite. Once posted, they will not expire.
- Paid listings are non-refundable & can not be deleted. If the listing needs to be erased please contact Dance/NYC.
- If you've already created a FREE listing and wish to upgrade, please create a FEATURED listing and then DELETE your FREE listing.
- PLEASE NOTE: Any activity in the listings areas that appears to be abusive will result in the immediate suspension of your user account. Abusive activity is defined as, but not limited to, duplicate posts, inappropriate language, and false information.

HOW TO ADD A LISTING

5 SIMPLE STEPS

1. Sign up for a user account through the dashboard (dancenyc.org/dashboard.php) and log in! Make sure you select 'non-profit' or 'Dance/USA member' if applicable.
2. Find the type of listing you'd like and click on the blue button to Create A Listing.
3. For Calendar listings choose between the Free Standard Listing or the Featured Paid Listing. Featured Listings are more prominent and allow you to upload an image or embed a video to accompany your listing.
4. Fill in the appropriate fields and submit. If you selected a Featured Listing, you will then be directed to Google Checkout to complete payment for your listing.
5. Check the status of your listing and view it on the site. If you need to edit your listing at any time, simply return to your dashboard, click on the listing type to view your listings, and click on edit to edit individual listings.

CALENDAR

FREE CALENDAR LISTING

INCLUDES

Date(s), Title, Company, Venue, Address, Ticketing Phone Number, Ticketing URL, Short Description

By Day By Week By Month What's Ahead

Thursday, April 8, 2010

8:00 am Funding Development

10:00 am Contemporary Class in SoHo

Laura Peterson Choreography
100 Grand
100 Grand Street New York, NY 10013

Class by Laura Peterson. \$11/class with 10-class card!

8:00 pm Richmond Ballet

APRIL 2010

By Day By Week By Month What's Ahead

Wed, Apr 7 Thu, Apr 8 Fri, Apr 9 Sat, Apr 10 Sun, Apr 11

ZOOM 7:30 pm

Funding Development 8:00 am

Test Event 12:00 am

DanceBrazil 4:00 am

40th Anniversary Celebration 7:30 pm

Contemporary Class in SoHo 10:00 am
Class by Laura Peterson. \$11/class with 10-class card!

Company Gala 5:00 pm

Meet Up 7:00 pm

Mianmer 7:00 pm

Richmond Ballet 8:00 pm

CALENDAR

FEATURED CALENDAR LISTING - DAY/WEEK/MONTH

INCLUDES

A scrollable, pop-up feature box with...

Everything from the FREE listing **PLUS** Image Upload Capability, Video Embedding Capability (Such as YouTube, Vimeo, and any video with an HTML embed code)

NOTE: Calendar listings need to be purchased **for each INSTANCE of your event.** If your event consists of 5 performances, then you would need to purchase 5 featured listings to advertise the entire run. You could also purchase featured listings for select performances and use the free listings to advertise the remaining performances.



The image shows a screenshot of a website's featured listing for a dance performance. The listing is presented in a white pop-up box with a scroll bar on the right side. The background of the website is dark and partially visible, showing a calendar and navigation elements.

Misnomer Dance Theater
MISNOMER
Venue: Symphony Space
Address: 2537 Broadway at 95th Street, New York, NY 10025
For Tickets:
www.symphonyspace.org
212-864-5400

The video player shows a person in a striped shirt dancing on a stage. The text overlaid on the video reads: "misnomer misnomer dance theater at symphonyspace". A play button is centered over the video. In the bottom right corner of the video player, there is a "YouTube" logo and a "CLOSE X" button.

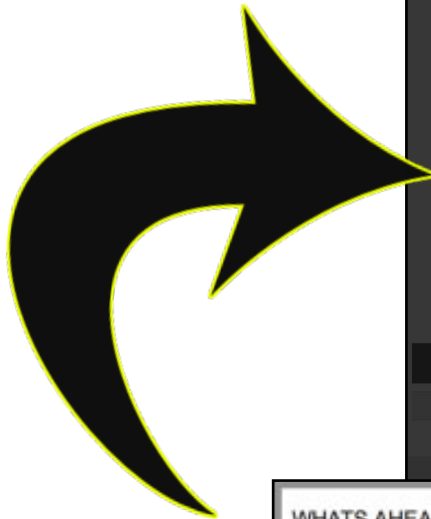
CALENDAR

FEATURED CALENDAR LISTING- WHAT'S AHEAD

INCLUDES

A scrollable, pop-up feature box with...

Everything from the FREE listing **PLUS** Image Upload Capability, Video Embedding Capability (Such as YouTube, Vimeo, and any video with an HTML embed code)



ZVIDANCE
ZOOM
Venue: Dance Theater Workshop
Address: 219 W 19th Street, New York, NY 10011
For Tickets:
www.dancetheaterworkshop.org
212-924-0077

ZviDance#6.wmv

CLOSE X

GRAPHIC BUTTON
180px X 100px

WHAT'S AHEAD

By Day By Week By Month What's Ahead

Apr 2010 May 2010 Jun 2010 Jul 2010

ZOOM
APRIL 7-11
DTW

40 TRISHA BROWN DANCE COMPANY LECTURE SERIES

The NEW! dance YOUR AD HERE NYC

40 TRISHA BROWN DANCE COMPANY LECTURE SERIES

40 TRISHA BROWN DANCE COMPANY LECTURE SERIES

PRICING

CALENDAR RATES (PER EVENT)

For Profits \$12.00

Non-Profits \$6.00

Dance/USA members \$5.00

Calendar posts do not expire.