



# ROYAL ACADEMY OF DANCE

**ADVERTISING  
OPPORTUNITIES 2025**

Ed. Jan 2025



# Advertise with the Royal Academy of Dance

The RAD is a global leader of excellence in dance education and training, and through our work, we inspire future generations of teachers and dancers.

With our global headquarters in London, our work takes us into diverse communities, locally and around the world, to widen access to dance and to share the benefits and wellbeing that it brings.

We produce a number of digital publications that connect with our community of dance enthusiasts, members, teachers and dancers, sharing the latest information and updates from the RAD, and the latest dance sector news, reviews and features.

As a trusted brand with over 100 years of experience in teaching the world to dance, the RAD provides a unique and cost effective medium to reach your target market in their homes, schools and workplaces.

We offer a range of digital magazines, e-comms and other exciting advertising opportunities all year round, and can provide a tailored marketing service and targeted media package to suit your business needs.

## Why advertise with the Royal Academy of Dance?

- RAD offers a unique opportunity to advertise through a range of specialist dance publications and opportunities to reach dance enthusiasts and professionals.
- Reach dancers, students and parents when it's convenient for you, meaning they can make purchasing decisions and contact your business at the touch of a button!
- Connect your advertisements directly to your website, to drive traffic from highly targeted visitors.
- Take advantage of the power of digital advertising to give you maximum creative flexibility in how your advertising can look.
- A global presence – our dance community spans over 80 countries.
- Optional advertising design service – take advantage of our expertise in knowing what clicks with our audiences.

# Dance Gazette

Dance Gazette is the RAD's digital members' magazine produced three times a year. Dive into the captivating world of dance as we bring you enlightening articles, behind-the-scenes interviews, and invaluable resources, all designed to elevate your dance journey to new heights.

Reach a global audience of over 12,000 passionate dance teachers, professional dancers, and dance lovers by advertising in our e-magazine, or our accompanying e-newsletter, Dance Gazette Bites.

## Advertising specifications and rates (excluding VAT)

Positions		Type	Where	Size	Price
Gold tier (at end of article)	1	Billboard	Issue landing page, plus 1 × feature	970px × 250px	£1,100 Includes complimentary advert in DG Bites
	2	Billboard	All feature pages	970px × 250px	£850 plus 20% discount on e-news / DG Bites
Silver tier (above footer)	3	Billboard	1 × feature page	970px × 250px	£675 plus 15% discount on e-news / DG Bites
	4	Inline Rectangle	In related content, on all feature pages	300px × 250px	£475 plus 15% discount on e-news / DG Bites
Bronze tier	5	Inline Rectangle	In related content, on 1 × feature page	300px × 250px	£300 plus 10% discount on e-news / DG Bites

**Supported file types:** jpg or gif; max size 150KB

## 2025 issues

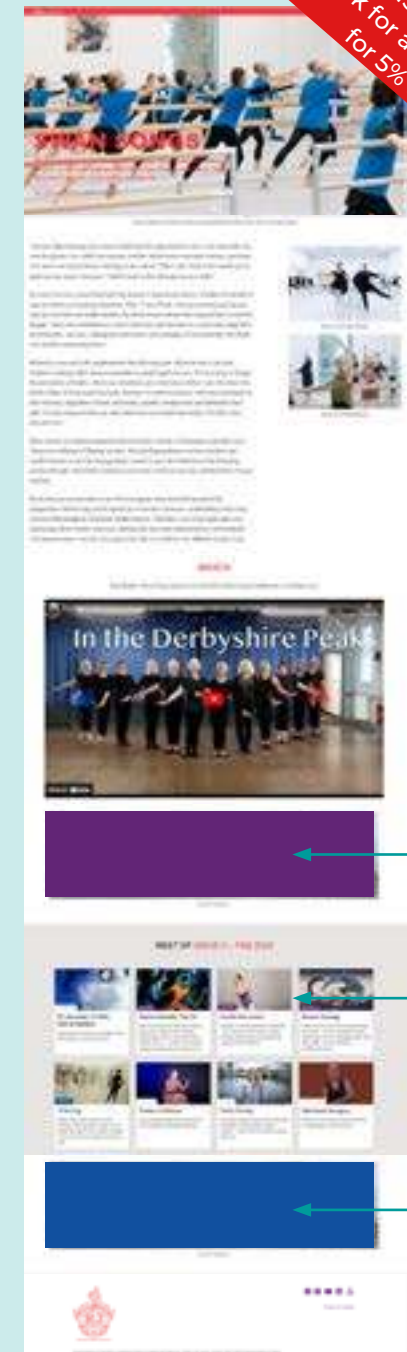
- **February 2025** – published 1 February 2025
- **June 2025** – published 1 June 2025
- **October 2025** – published 1 October 2025

## Deadlines

- Booking deadline: 1st of the preceding month
- Artwork deadline: 12th of the preceding month

Interested in advertising with the Royal Academy of Dance? E [marketing@rad.org.uk](mailto:marketing@rad.org.uk)

MIX AND MATCH  
DISCOUNT  
Book for any 3 issues  
for 5% off.



Ed. Jan 2025

# Dance Gazette Bites E-newsletter

All gold tier 1 advertisers in *Dance Gazette* will also get one complementary display advert in Dance Gazette Bites, which is an e-newsletter that goes out following/in advance of the *Dance Gazette* release.

- 23 Jan 2025
- 1 Feb 2025
- 20 Feb 2025
- 20 Mar 2025
- 17 Apr 2025
- 15 May 2025
- 1 Jun 2025
- 1 Oct 2025

Please get in contact with us if you are interested in dates for the rest of the year.

## Other advertising opportunities with *Dance Gazette*

If you would like to explore other digital advertising opportunities with *Dance Gazette*, such as video advertising, please get in touch.



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# Web RADvertisements

The Royal Academy of Dance website at [www.royalacademyofdance.org](http://www.royalacademyofdance.org) receives an average of 65,000 unique visitors and 300,000 page views per month.

Adverts can go live on any working day, and run for a minimum of two weeks, starting from the required date specified in the booking. One advert can also be booked in multiple positions.

## Sizes and rates (excluding VAT)

	Size	Position	Timeframe	Page	Cost	Key
MPU	400 x 334px	Above the footer	4 weeks	Homepage	£300	1a
			2 weeks	Homepage	£150	1a
				Register of Teachers	£85	
				Exams	£85	
				Silver Swans	£85	
				Adult Dance Classes	£70	
Banner	2000 x 300px	Above the footer	4 weeks	Homepage	£350	2a
			2 weeks	Homepage	£200	2a
				Register of Teachers	£170	
				Exams	£170	
				Silver Swans	£170	
				Adult Dance Classes	£155	

### Booking and artwork deadline

Five working days ahead of insertion.

If you are a member of the RAD, you will gain a 10% discount for your booking.

Interested in advertising with the Royal Academy of Dance? [E marketing@rad.org.uk](mailto:E.marketing@rad.org.uk)

10% discount  
available for  
multiple bookings



2a

1a

# The Margot Fonteyn International Ballet Competition

MIX  
AND MATCH  
Book now for any 3 issues  
and receive a 5% discount

The Margot Fonteyn International Ballet Competition is the Royal Academy of Dance's flagship annual event and it's one of the most prestigious ballet competitions in the world, attracting the finest young dancers trained in the RAD syllabus, from around the globe.

The competition is dedicated to promoting and rewarding standards of excellence in young ballet dancers internationally. This is achieved by offering candidates the unique opportunity to work with world-renowned choreographers and professionals, as well as the chance to perform on an international stage.

This competition attracts an audience from all over the world, our viewers are keen to see the ballet stars of the future debut in this event. In 2024 over 210,000 people from all over the world witnessed the competition by watching in person and by livestream.

In 2025 The Margot Fonteyn International Ballet Competition will be held in São Paulo, Brazil, from 11-19 October 2025.

We offer a range of opportunities to advertisers during the Fonteyn competition week. These include

- Programme advertising
- Digital screen advertising
- Goody bags
- Web & e-mail display advertising
- Exhibition stands
- Leaflet display

Partnership packages are available for additional opportunities to build your profile at The Fonteyn, for further information contact [development@rad.org.uk](mailto:development@rad.org.uk).





**Exhibition stand only (£500 +VAT)**

- Stand at the Fonteyn semi-finals, the Auditorio Ibirapuera, Sao Paulo, Brazil
- Stand size is approximately 2m x 1.5m
- Opportunity to sell products (we would require a list of your proposed items as we would want to avoid anything that is in direct conflict with what the RAD shop already sells).
- Dates - 15, 16 & 17 October 2025

**Bronze Corporate Friends (£1,000 + VAT)**

- Credit as a Bronze Corporate Friend of the 2025 competition
- Opportunity to provide your brand to the candidates (co-branded with the RAD) to include in the gift bags given to each candidate at the beginning of the competition
- Opportunity to have a stand and sell products at the welcome event for candidates on 11 October 2025
- Acknowledgement of the support on the RAD Fonteyn microsite (between 1,000-1,600 sessions a month) and our main RAD website (with 22,500 unique website visitors per month)
- Thank you in the dedicated Fonteyn newsletter (1554 contacts)
- Mentions in our bi-monthly members and non-members newsletters (23,000 recipients)
- Acknowledgement in the souvenir programme for the final
- Credit in our social media posts covering the competition
- Personal booking for up to 6 guests of the sponsor to the semi-finals and the final held at the Auditorio Ibirapuera on Sunday 19 October in Sao Paulo, Brazil through our development team

**Silver Corporate Friends (£2,000 + VAT)**

- Credit as a Silver Corporate Friend of the 2025 competition
- Opportunity to provide your brand to the candidates (co-branded with the RAD) to include in the gift bags given to each candidate at the beginning of the competition
- Opportunity to have a stand and sell products at the welcome event for candidates on 11 October 2025
- Opportunity to have a stand and sell products at the semi-finals on 15, 16 & 17 October 2025
- Acknowledgement of the support on the RAD Fonteyn microsite (between 1,000-1,600 sessions a month) and our main RAD website (with 22,500 unique website visitors per month) thank you in the dedicated Fonteyn newsletter (1554 contacts)
- Mentions in our bi-monthly members and non-members newsletters (23,000 recipients)
- Dedicated posts during the competition on our key social media channels with an audience of over 560,000 followers. We had 42,000 engagements on social media during The Fonteyn 2023 and 811,000 impressions on social media.
- Acknowledgement in the souvenir programme for the final
- In addition to branding alignment, we will offer access for 2 guests of the sponsor to the semi-finals and 2 best seats for sponsor's guests at the final held at the Auditorio Ibirapuera on Sunday 19 October in Sao Paulo, Brazil

# Programme Advertising

Sizes and rates (excluding VAT)

	Size (W x H)	Cost	Key
Inside front cover	210x210mm with 3mm bleed and crop marks We advise keeping key information 20mm or further from trim, and 24mm from fold	£1,200	
Inside back cover	210x210mm with 3mm bleed and crop marks	£1,000	
Full page	210x210mm with 3mm bleed and crop marks	£800	
Half page (vertical)	82.5mm wide x 166mm high	£500	1a
Half page (horizontal)	166mm wide x 82.5mm high	£500	1b

## Booking and artwork deadline:

Supply as high resolution (300DPI), print-ready PDF

## Additional opportunities

- Digital screen advertising £500
- Web banner £400
- Goodie bag inserts £200
- Exhibition stand £165
- Leaflet display at RAD HQ £150

Regular Dance Gazette advertisers receive a 15% discount.  
All rates exclude VAT which is charged at 20% (if applicable).



Interested in advertising with the Royal Academy of Dance? E [marketing@rad.org.uk](mailto:marketing@rad.org.uk)



# RAD E-comms

We publish a range of e-newsletters sent to a set of micro-targeted audiences. Each edition is packed with interesting news, events and stories from RAD and the wider world of dance.

In each of these you can book an advert or an advertorial. An advertorial can be shared with other advertisers or it can be an exclusive advertising arrangement.

Discounts are available when booking a series of 3 or more e-newsletters.

We also offer a design service for an additional fee, take advantage of our experienced design team who can help you create advertisements to have maximum impact.

## Members E-news

The latest news and information from RAD and the world of dance targeted to our members.

- Circulation: 10,000+ members worldwide
- **£150** per display advert; **£250** per advertorial

## The Fonteyn E-comms

The latest news and information about the Margot Fonteyn International Ballet Competition, targeted to highly talented, aspiring dancers and their expert teachers. E-comms will be sent fortnightly - every other Sunday to 1000+ contacts (expected to grow quickly month on month in the next 6 months).

- Circulation: 1,000 dance enthusiasts and supporters worldwide
- **£200** per display advert (includes one week display on [www.thefonteyn.org](http://www.thefonteyn.org) homepage)

## Dance Gazette Bites E-newsletter

An e-newsletter that is sent out following/in advance of the *Dance Gazette* release to the RAD membership. All gold tier 1 advertisers in *Dance Gazette* will get one complementary display advert in Dance Gazette Bites. Gold tier 2 and silver and bronze advertisers can benefit from discounted adverts in Dance Gazette Bites.

- **£150** per display advert
- **£300** for all Dance Gazette Bites e-newsletters for each issue of *Dance Gazette*
- **£800** for all Dance Gazette Bites e-newsletters for all issues of *Dance Gazette* in a year

MIX AND MATCH  
DISCOUNT  
Book for any 3 issues  
for 5% off.

Advertorial

Display  
Advert



# Non-members E-news

## **Elevate E-news**

Targeted at dance teachers and professionals. E-news will be sent monthly - every second Tuesday of the month.

- **£150** per display advert; **£250** per advertorial

## **Let's Dance E-news**

Targeted at dance enthusiasts who are looking to learn to dance. E-news will be sent monthly - every third Tuesday of the month.

- **£150** per display advert; **£250** per advertorial

## **Spring E-news**

Targeted at dance enthusiasts who are looking to teach to dance. E-news will be sent bimonthly - every other first Tuesday of the month.

- **£150** per display advert; **£250** per advertorial

## **Ensemble E-news**

Targeted at general dance enthusiasts and supporters. E-news will be sent bimonthly - every other first Tuesday of the month.

- Circulation: 24,000 dance enthusiasts and supporters worldwide
- **£150** per display advert; **£250** per advertorial

Advertorial

Display  
Advert



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# E-comms dates and deadlines

	Members		Non-members				Dance Gazette Bites	Fonteyn
			<i>Elevate</i> Professional	<i>Let's dance</i> Learn to dance	<i>Ensemble</i> General interest	<i>Spring</i> Teach dance		
January	16 Jan	30 Jan	29 Jan	21 Jan	14 Jan		23 Jan – Preview	31 Jan
February	13 Feb	27 Feb	25 Feb	18 Feb		4 Feb	1 Feb – Main Issue 20 Feb – Reminder 1	10 & 23 Feb
March	13 Mar	27 Mar	25 Mar	18 Mar	11 Mar		20 Mar – Reminder 2	9 & 23 Mar
April	10 Apr	24 Apr	22 Apr	15 Apr		1 Apr	17 Apr – Reminder 3	6, 20 & 27 Apr
May	8 May	22 May	27 May	20 May	13 May		15 May – Preview	11 & 25 May
June	5 Jun	19 Jun	24 Jun	17 Jun		3 Jun	1 June – Main Issue Jun – Reminder 1	1, 15 & 29 Jun
July	3 Jul	17 Jul	22 Jul	15 Jul	8 Jul		Jul – Reminder 2	13 & 27 Jul
August	7 Aug	21 Aug	26 Aug	19 Aug		5 Aug	Aug – Reminder 3	10 Aug
September	4 Sep	18 Sep	23 Sep	16 Sep	9 Sep		Sep – Preview	tbc
October	2 Oct	16 Oct	28 Oct	21 Oct		7 Oct	1 Oct – Main Issue Oct – Reminder 1	tbc
November	6 Nov	20 Nov	25 Nov	18 Nov	11 Nov		Nov – Reminder 2	
December	4 Dec	18 Dec	23 Dec	16 Dec		2 Dec	Dec – Reminder 3	

## 2025 E-news publication dates\*

**Advertorial artwork size (w×h):** 250x250 pixels, with 60 words copy and link

**Display advert artwork size (w×h):** 650x250 pixels

## Deadlines

- Booking and Artwork: 2 weeks before publication dates

\*We aim to publish on the dates stated; however, these can be subject to change.

\*Exclusive advertising is also available. This would include an advertorial and two display adverts for 2 x the cost of a single advertorial.

A series discount is also available, book 3 issues and save 25% overall.

# Taking Flight

*Taking Flight* is our brand-new email newsletter aimed at older dancers taking our hugely popular, and growing in number, Silver Swans ballet classes.

Sent out three times a year (February, July, November). Each edition has famous faces (our first issue featured Angela Rippon), dancers, teachers, and dance enthusiasts. It also includes a regular competition, offers, and latest news and interesting stories from around the web.

## Advertising sizes and rates (excluding VAT)

	Artwork size (w x h)	Colour	Design Service
Outside back cover	148 x 210mm	£400	+£95
Inside front cover	148 x 210mm	£400	+£95
Inside back cover	148 x 210mm	£375	+£95
Full page	148 x 210mm	£300	+£95
½ page horizontal	132 x 93mm	£185	+£45
½ page vertical	62 x 194mm	£185	+£45

## 2025 issues

	Publication Date	Artwork Deadline
Issue 1 - February 2025	Feb 2025	
Issue 2 - July 2025	Jul 2025	
Issue 3 - November 2025	Nov 2025	

MIX  
AND MATCH  
Book now for any 3 issues  
and receive a 5% discount



# Focus on Exams

*Focus on Exams* has a worldwide circulation of over 11,000+ members and is essential reading for RAD teachers, examiners, as well as for exam candidates and their parents.

Available in digital format three times a year.

Advertising sizes and rates (excluding VAT)

	Artwork size (w x h)	Colour	Design Service
Outside back cover	148 x 210mm	£400	+£95
Inside front cover	148 x 210mm	£400	+£95
Inside back cover	148 x 210mm	£375	+£95
Full page	148 x 210mm	£300	+£95
½ page horizontal	132 x 93mm	£185	+£45
½ page vertical	62 x 194mm	£185	+£45

## 2025 issues

	Publication Date	Artwork Deadline
Issue 1 - January 2025	10 Jan 2025	27 Dec 2024
Issue 2 - May 2025	12 May 2025	28 Apr 2025
Issue 3 - September 2025	12 Sep 2025	29 Aug 2025

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# Why Dance Matters Podcast

Hosted by dance journalist David Jays and produced by Sarah Myles, RAD's *Why Dance Matters* podcast is one of the top dance podcasts in the UK, with a loyal following of listeners from across the globe. Advertisers can reach listeners by promoting products, services or events straight to new customers' ears.

*Why Dance Matters* podcast is ranked in the world's top 25% of podcasts and was recently nominated for a One Dance UK award.

Previous celebrity guests include Benjamin Zephaniah, Carlos Acosta, Dame Darcey Bussell and Dame Arlene Phillips.

All podcast episodes are shared on the RAD's website and social media. RAD's social media channels have a combined follower count of 730,000, with RAD's website averaging 65,000 unique visitors and 300,000 page views per month.

We launch monthly episodes throughout the year.

## First level: Advertiser

Advertise your product/ service/ event on 1 episode:

- **£500** (pre-roll ad)
- **£400** (mid roll ad)

Advertise your product/ service/ event on all 6 episodes and get it for the price of 4:

- **£2000** (pre-roll ad)
- **£1500** (mid roll ad)

Advertise product/ service/ event on celebrity guest/ star episode:

- **£700** (pre-roll ad)
- **£600** (mid roll ad)

## Second level: Sponsor

Sponsor the series and support RAD's podcast:

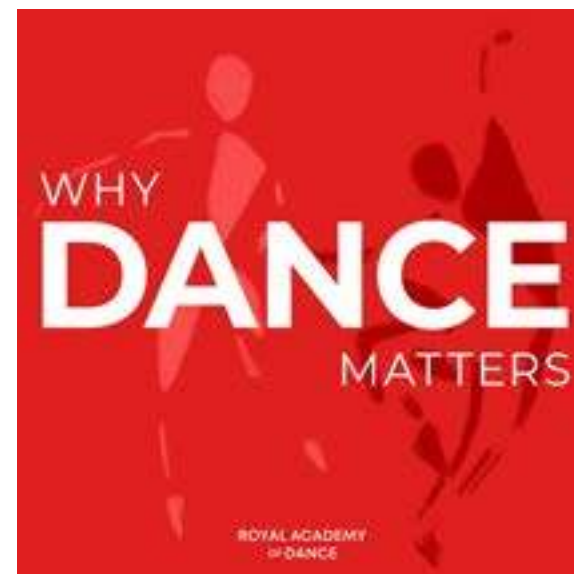
- Sponsor the series: **£3000**
- Your brand will be mentioned on each episode. Ads are host read and delivered at the beginning of the podcast episode.

## Third level: Sponsor plus a live podcast recording

Sponsor the series and you'll also sponsor a live podcast recording episode in front of an audience: Please enquire for cost.

- Be part of the conversation with David Jays and a star guest
- Invite your guests and enable them to network
- Have your branding at the event.

Ticket sales support RAD's charitable activities i.e. bursaries.



10% discount  
available for  
multiple bookings



# Other Advertising Opportunities

## Leaflet racks

See your leaflets displayed in our racks positioned in the main reception area at our London headquarters and in the Dance School café:

- 50 leaflets = **£120**
- 100 leaflets = **£200**

\*leaflets will be left in racks for a seasonal period (3 months) and then will be taken down if not all are taken.

## TV Screens

Opportunity to get your business in front of visitors to our London headquarters by advertising on our TV screens in the main reception, outside our Studio Theatre, North Entrance (Dance School), library and shop.

Spec: 3840x2160px

- **Main Reception**

2 week loop = **£500**, 4 week loop = **£1000**

- **Outside Studio Theatre**

2 week loop = **£400**, 4 week loop = **£800**

- **North Entrance (dance school)**

2 week loop = **£400**, 4 week loop = **£800**

- **Library**

2 week loop = **£40**, 4 week loop = **£110**

- **Shop**

2 week loop = **£40**, 4 week loop = **£110**



10% discount  
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# Event Calendar

The RAD holds a number of exciting and vibrant events. These create an opportunity for advertisers to have a presence in a number of ways such as leaflets, goody bag inserts and exhibition stands. Please contact us if advertising at one of our events would enhance your marketing campaign.

10% discount  
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	Date	Event name	Attendee
February	1 Feb	Battle: Break-it-Down	Young people aged 11-18 who attend a school in London or Essex
	16 - 18 Feb	Silver Swans workshops	Adults aged 55+ who are interested in dance, community and lifelong well-being
	20 Feb	Faculty of Education Open Day & Open Auditions	Students who are interested to become a ballet teacher
March	28 Mar	Solo Seal	Students taking Solo Seal exams
April	7 - 11 Apr	Children's Easter Course	Students who are aged 4-9 years old
	13 - 17 Apr	Easter Intensive Examination Syllabus Course	Students studying the Vocational Graded ballet syllabus
	13 - 17 Apr	Silver Swans Easter Course	Adults aged 55+ who are interested in Pilates classes , ballet classes and repertoire classes
	28 Apr & 9 May	Step Around Town	Secondary schools and youth groups across London and Essex
May	11 May	RAD Members' Day & AGM	RAD Members
	21 Jun	Dance Studies End of Year Performance	GCSE and A Level Dance students
June	30 Jun - 4 July	Benesh International Congress	Benesh International members
	4 Jul	Faculty of Education Open Day & Open Auditions	Students who are interested to become a ballet teacher
	6 Jul	Step into Dance SYNC End of Year Sharing	Secondary schools and youth groups in SYNC programme

	Date	Event name	Attendee
July	14 - 19 Jul	Silver Swans Summer Courses	Adults aged 55+ who are interested in ballet and repertoire
	14 - 18 Jul	Adult Summer Courses	Adults aged 18+ who are interested in dance
	18 Jul	Solo Seal	Students taking Solo Seal exams
	19 Jul	Adult Repertoire Workshop	Adults aged 18+ who are interested in repertoire
	21 Jul - 2 Aug	Junior Summer School	Student who are aged 8-17 years, studying ballet, Grade 2 up to Intermediate Foundation, or the equivalent
August	28 Jul - 1 Aug	Children's Summer Classes	Students who are aged 4-9 years old
	9 - 10 Aug	Adult Repertoire Weekend	Adults aged 18+ who are interested in repertoire
	11 - 16 Aug	Senior Summer School	Students (up to age 25) studying the Vocational Graded ballet syllabus Intermediate up to Advanced 2, or the equivalent
October		Faculty of Education - Graduation	RAD Graduates (Qualified Ballet teachers)
	11-19 Oct	The Margot Fonteyn International Ballet Competition, Sao Paulo, Brazil	The Fonteyn candidates (who have passed RAD Advanced 2 with distinction, be aged 15-19 years old)
		Silver Swans Celebrations	Adults aged 55+ who are interested in dance, community and lifelong well-being, Silver Swans Licensees and Global audience
November		The Bedells Bursary	Young dancers who have passed the RAD Advanced 1 exam, with Distinction

# Terms and conditions for advertisers

## 1. Formats for artwork

Please supply high resolution online artwork by email, as a GIF or JPG file, colour profile RGB. Please supply Dance Gazette artwork by email as a jpg, gif or HTML5 file. Any alterations will be charged at £75 per hour, including one round of amends. If amendments are required, this will be done in consultation with the advertiser. The RAD reserves the right to amend or reject advertisements that do not comply with our artwork guidelines.

## 2. Rates and refunds

Rates are reviewed annually in March and September each year. Refunds will be based on full payment for advertisements already taken, less a 5% administrative charge. Advertisements cancelled after the booking deadline will be subject to a 50% administrative charge. Charges will still apply for premium positions if an advertisement is cancelled after the booking deadline. Advertisers placing advertisements through agencies will be considered responsible for the payment of any invoice outstanding if the agency does not pay. A 10% agency commission is available. Standard rates do not include VAT, which will be charged at 20%. The RAD reserves the right to review advertising rates.

## 3. Payment

Invoices will only be issued to advertisers who have been granted credit facilities. Advertisers who have completed a credit facility application form and have obtained credit facilities must settle their invoice within 30 days of invoice date. Payment can be made by cheque in the name of 'Royal Academy of Dance', or by bank transfer. Credit accounts which remain outstanding or exceed their credit facility at the time of future advertising will have their credit facilities withdrawn and the RAD reserves the right to withdraw or charge back any preferential discount terms that may have been given at the time of supply. The RAD also reserves the right to charge interest at 1% over base calculated on a daily basis on all overdue accounts.

## 4. Charity advertising

Under Zero Rate Group 15, Items 8 A, B and C, charities may obtain relief on all types of advertisements on any subject, including staff recruitment, design, production and alterations. The name or logo of the charity does not need to be included for relief to be allowed, but charities are expected to only place advertisements which comply with their charitable objects. Any charity wishing to obtain this relief must complete the Request for Zero Rating Form and provide evidence to the RAD that it is a charity. This evidence is usually provided by an original copy of the charity's letterhead attached to the form. Failure to provide such evidence will mean that VAT will be added to the cost of the advertisement.

## 5. EU VAT Registered Traders

Advertisers in the EU may apply for exemption from VAT if they are registered by VAT in their own country. EU VAT Registered Trader exemption may only be given if the advertiser attached a copy of their letterhead to their booking.

## FOR TRANSFERS TO THE ROYAL ACADEMY OF DANCE

### Royal Academy of Dance bank details

Bank name	HSBC Bank Plc
Bank branch	Holborn Circus
Bank address	31 Holborn Circus, London EC1N 2HR

### Sterling transfers

Account name	Royal Academy of Dance
Account number	90055948
Sort code	40-11-58
IBAN	GB48HBUK40115890055948

### Euro transfers

Account name	Royal Academy of Dance
IBAN	GB59HBUK40127657596782
SWIFT code	HBUKGB4B (HSBC Bank Plc)

# Guidelines

## 1. ADVERTISING WITH THE RAD

- 1.1 The Royal Academy of Dance aims to attract advertisers to take out advertisements in its publications.
- 1.2 These guidelines are published for current and potential advertisers so that misleading advertisements or conflicts of interest with the RAD are avoided.
- 1.3 Advertising in RAD publications does not imply the endorsement of the advertised product or service by the RAD.
- 1.4 The purpose of these guidelines is to set out criteria governing the acceptance of advertisements appearing in the RAD publications.
- 1.5 The RAD recognises:
  - 1.5.1 Its responsibility to comply with the rules set by the Committee of Advertising Practice (CAP) and administered by the Advertising Standards Authority (ASA). These state that advertisements should:
    - not be misleading
    - not cause harm or serious or widespread offence
    - take care in featuring children (a child is defined as someone under 16)
    - not infringe on an individual's privacy
    - not influence political choices
    - comply with data protection legislation
    - take account of the Green Claims Code, where applicableThis standard of care is the minimum acceptable standard.
  - 1.5.2 Its responsibility to its sponsors and licensees and contractual obligations therein.
  - 1.5.3 Its responsibility to the services it provides.
- 1.5 References to RAD include all branches, subsidiaries and representative offices within the worldwide Group.

- 1.6 References to Dance Gazette include any other publications published locally as well as country-specific editions.
- 1.7 The RAD retains the right to refuse advertisements.

## 2. PRODUCTS AND SERVICES WHICH MAY NOT BE ADVERTISED IN RAD PUBLICATIONS

### 2.1 General

- (a) Advertisements promoting alcohol, tobacco, gambling, lotteries, weight control or slimming aids or other drugs are not acceptable.
- (b) Any advertisements in breach of any rule(s) set by the Committee of Advertising Practice (CAP) as specified in 1.5.1 are not acceptable.

### 2.2 Products

Advertisers who are not Licensees cannot advertise or include in an advertisement the following:

- (a) A product or brand (or series of products or brands) which, at the time of publication, is (or are) in direct competition with an RAD Licensed product or brand (e.g. RAD style examination wear); or
- (b) Pricing of products; or
- (c) The words “wholesale”, “trade”, “exclusive”, “official” or “suitable for RAD examinations”; or
- (d) Any of the RAD’s trademarks or logos, when not licensed to do so (see 2.4); or
- (e) Negative references to products offered by the RAD.

Advertisers who are Licensees must include the unique logo available to them for Licenced Products on any adverts placed in RAD publications. Advertisers who are not Licensees can advertise if they comply with 2.2 (a) – (e) above, and if they stock Licensed products from one of the Academy’s Licensees they may list the Licensed brands they stock, but no others.

### 2.3 Services

External advertisers who advertise a service that is in direct competition to a service that the Academy offers, (or a service that may not be comparable but may compete at the same time as a service offered by the RAD) may have their advertisement refused. These may include:

- Degrees, diplomas or certificates similar to that offered by the Faculty of Education, RAD
- Summer schools offered by the Training department, RAD
- Examinations in dance, movement or age-related genre offered or accredited by the Examinations Board, RAD.

### 2.4 Photography

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