

ROYAL ACADEMY OF DANCE

ADVERTISING
OPPORTUNITIES 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	Positions		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

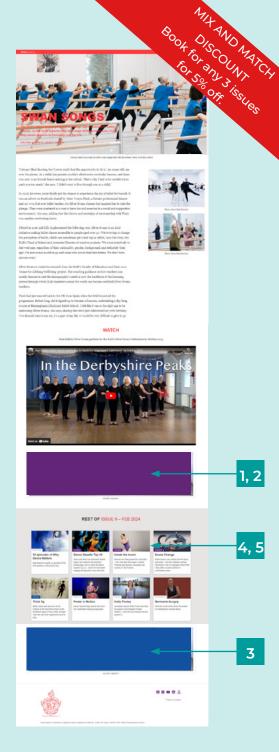
Supported file types: jpg or gif; max size 150KB

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



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.

ROYAL ACADEMY

OF DANCE

SOON DISCONDATCH

Dance GAZETTE BITES

Dance Gazette - Issue 10, 2024



Hello Federica

It's official, Alexander Campbell has entered the building. Just weeks ago, the Australian dancer was breaking hearts in Manon with the Royal Ballet – now, he has swapped sweats for suits as Artistic Director of the RAD.

It's exciting to have an eithe performer at the heim of the RAD's artistic programme. But Alexander is no stranger to the Academy – his grandmother was an examiner and his own RAD training culminated in a medal at the Genée (now The Fonteyn). He shares his part of the share the straining of the share the share his part of the share his share the share his eager aspiration to be an advocate for ballet and dance.

And, as ever, the new Dance Gazethe ranges indely – from the calination to the Olympics, and from RAD exams to the bursaries helping takented candidates take part in The Fonteyn. And a flacinating feature locks at the language we use in the dance studio – how can't help or hur dancers? Yie'd love to hear your thoughts on the power of language of passellegillad or gut.

David Jays Editor

Read Issue

Opportunity knocks

Alexander Campbell, until recently a Royal Ballet Principal, is now the RAD's new Artistic Director. He tells us that he's excited for the role ahead.



P. Tr

In other words

The words we use in dance classes can have a lasting impact – for good and bad. Lyndsey Winship asks how teachers can harness the power of language.

Short reads

Ballet superstar Misty Copeland on the one time she fell prey to stage fright, a playlist from Fonteyn choreographer Andrew McNicol, and Tim Arthur's new column: Tim Talks!



Thank you!

Dance Gazette depends on RAD members getting involved. This issue features members including Ana Maria Campos, Karen Gage, Janet Olthers, Natalie Hall, Emily Koschyk and Joshua Tuffa. If you have a story to share or an idea we might explore in future issues, please do get in bouch with editor David Jays at gazette@rad org uk.

Read Issue

Web RADvertisements

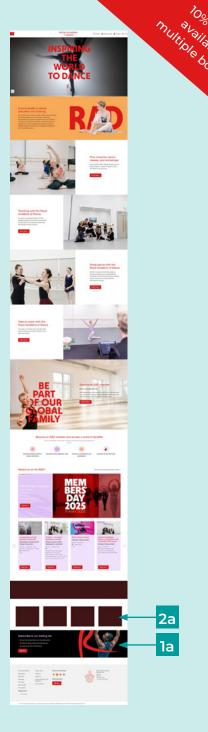
The Royal Academy of Dance website at <u>www.royalacademyofdance.org</u> receives an average of 65,000 unique visitors and 300,000 page views per month.

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		4 weeks	Homepage	£300	la
	33 1px	100101	2 weeks	Homepage	£150	la
				Register of Teachers	£85	
				Exams	£85	
				Silver Swans	£85	
				Adult Dance Classes	£70	
Banner	2000 x Above the 300px footer	Above the	4 weeks 2 weeks	Homepage	£350	2a
		.0000		Homepage	£200	2a
				Register of Teachers	£170	
Boo	king and	artwork de	adline	Exams	£170	
	Booking and artwork deadline Five working days ahead of insertion.			Silver Swans	£170	
				Adult Dance Classes	£155	

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



The Margot Fonteyn International Ballet Competition

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.

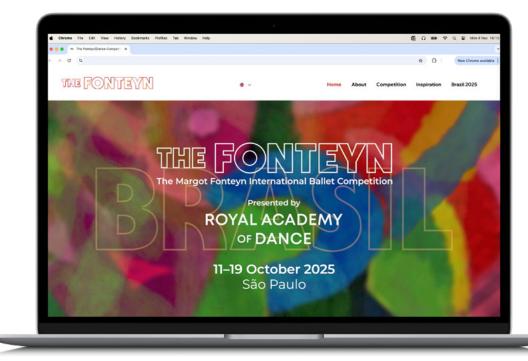
In 2025 The Margot Fonteyn International Ballet Competition will be held in São Paulo, Brazil, from 11-19 October 2025.

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

These include

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

Please contact **marketing@rad.org.uk** if you are interested in advertising.



Exhibition stand only (POA)

- Stand at the Fonteyn semi-finals, the Auditorio Ibirapuera, Sao Paulo, Brazil
- Stand size is approximately 2m x 1.5m
- Opportunity to sell products
- Dates 15, 16 & 17 Octorber 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 700-900 sessions a month) and our main RAD website (with 20,000-30,000 sessions a month)
- Thank you in the dedicated Fonteyn newsletter (1812 contacts)
- Mentions in our bi-monthly members and non-members newsletters (35,960 recipients)
- Acknowledgement in the souvenir programme
- Credit in our social media posts covering the competition

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 700-900 sessions a month) and our main RAD website (with 20,000-30,000 sessions a month)
- Thank you in the dedicated Fonteyn newsletter (1812 contacts)
- Mentions in our bi-monthly members and non-members newsletters (35,960 recipients)
- Dedicated posts during the competition on our key social media channels with an audience of over 545,948 followers. We had 75,000 engagements on social media during The Fonteyn 2024 and 1,503,926 impressions on social media.
- Acknowledgement in the souvenir programme
- 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 170mm high	£500	la
Half page (horizontal)	166mm wide x 82.5mm high	£500	1b
Two third page (vertical)	109mm wide x 170mm high	£250	

Booking and artwork deadline:

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

Additional opportunities

Web banner £400Goodie bag inserts £200Exhibition stand POA

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

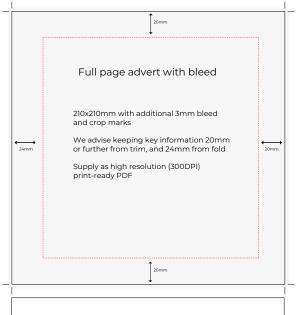


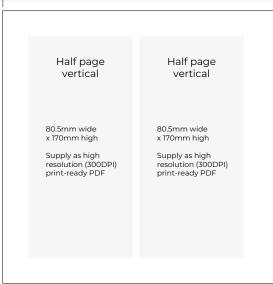


Fonteyn programme advertising guide

Please supply all advertising material as 300DPI print-ready PDF files.

For full page ads, including inside front and inside back covers, add 3mm bleed and crop marks. We advise keeping key information 20mm or further from the trim, and 24mm from the fold.







Two-thirds
page
vertical

109mm wide
x 170mm high

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

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

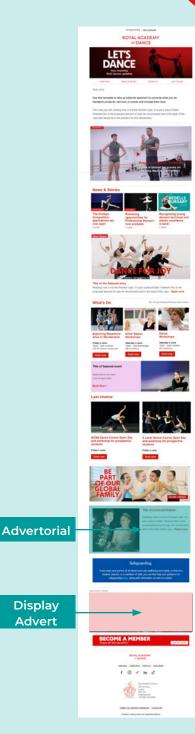
The latest news and information about the Margot Fonteyn International Ballet Competition, targeted to highly talented, aspiring dancers and their expert teachers. E-comms will be sent fortnightly - every other Sunday to 1000+ contacts (expected to grow quickly month on month in the next 6 months).

- Circulation: 1,000 dance enthusiasts and supporters worldwide
- £200 per display advert (includes one week display on www.thefonteyn.org 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



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

E-comms dates and deadlines

				Non-me	mbers			
	Men	nbers	Elevate Professional	Let's dance Learn to dance	Ensemble General interest	<i>Spring</i> Teach dance	Dance Gazette Bites	Fonteyn
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	

TAKING FLIGHT News and stories for Silver Swans

Welcome to the first edition of Taking Flight.

One of the source successors and the RAD has been on a Short Search colorism. What visible an a place of insearch into the breaths of discrete for older hearten that become a princeronism with need the Malayot Fina Cases takings appear searces. This reality has given less sheeping to subserve the Malayot Fina Cases takings appear become a hope community or prescribed and the search and the sea

in this first docu, we have a price from our Sheer Swarch Ambinocider. Angole Rippin writing on organizing their circhine, Judith Picray shares a story (and a picray) about he students, and Reforces Yales share their magifies on her community of Swarch. We will found some referencing fields to share and have a couple of Swarty Felfoth to give next our conspectation.

We hope you enjoy Taking Flight, and please do let us know if you'd like to contribute to a fature edition.

HAVING A CLEAR OUT



I'm a hoarder. No - not the sort that Wis the house with piles of old newspapers and junk so you can show from room to soon. Not that bad.

ud still someone who finds it difficult to throw certainings away Expossibly delibers and shoots. Indiaed in it ready easy it common myself that, one day, everything will come in useful or back into feathers, and for several years now, that's worked for me.

Presenting whole series of regular between programmes, I do need a ready enter wardrote to constantly ring the changes. So by going 'shopping in my wardrote' I get away with whoming things I ready love, and that still 15, which are in some cases

But every so often, I get a case of welly And admit I and can't care another heaps the pole another swester in a disease, another par of shoes on the tack. Itild, not if well so actually po shopping and buy sometiming new. Heaving a class and means decidantly at lead a shole morning to one section of the wardook. These are not decident to be made faithful recently to easy maders and filtered.

Stage one: Clear my mind of any sentimentally and representation.

 Stage two. If I haven't worn it, don't easily like the cut or the colour, or even wonder why I bought it in the find place, then it's in the bag scheduled for the local charty stage.

they need a second chance (but ance I start, it becomes quite catheric.

Stage four Closing the lid on the charity case, is peruntely satisfying.

I've got to know the laddes and gondamen in my local charby shop really wait. We a chart, and as I uniquest my eithing, it's good to knew that someone whe will get pleasure waveling them. And that shallower moviny sisted is going to a seriously glossor. An home, there is actually your between the hangest in my wardindes. So make the model in the hangest in my wardindes. So

Angela Rippon

WHAT DOES BALLET MEAN TO YOU?

The class I shall be referring to are my original group of lades who started about 6 years ago. This year they took their Grade 4 class award and it was a real achievement and challenge for them at -1 was so very proud of them.

With the recent or here are indeed to a section of the both or could a be



When she came to the Silver Swams class, I adapted the traching, and 6 years later she also did her Orade 4 Class Award exam.

There was also arrives have search in states her Create 3 BAD reason in 1900. She was due to take her grade if an 19 Out head it if for her texning the Grade in Class Award all Bose years biden was sometiming the head alleany warded 15 archives and affoliogish her matter is for alles, the useful to save money in a war yell to pay life her fessions so there was some control in taking the ward.

The whole experience led to the tables sixing for a day of dance with both of m groups of Silver Swans. As part of this day, I asked them all to answer the follow question - What does belief mean to you?

When I collected in all their thoughts, we then consoled from into a poors who believe hade surfer up here much ballet and filter flowers means to us all.

Judith Florey Judith Florey School of Da

MILLER AND FONTEYN AT THE RAD



to though the following the following the following the following portraits used by one of the world's meet and monething protographers.

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andon Bitz, the sage of St. Malo, the Aded liberation of Paris, the horse of the factors and flucturesed concernation camps, and more.

uring that there in I London in 1964. Miller took the appointurity to photograph warrous month process including Dysen Ehrenas, Hamen Selson, and now in levery Moore along sheek here in an an ratic sheeker. But her portrash of Cenne Margad Forlings man some of the most recognised and famous images of the significant publishme and ask a Collisionation relativestic too of the most collecturate preside in their respective set of the Collisionation relativest too of their most collecturate preside in their respective set of the Collisionation of the most collisionation publishment of the most collisionation publishment in their respective set.

he pinds are on item to the IRAC from Farleys House & Gahary, Lee Miller's Itemer one in Sussex, as part of Farleys' 75th annoversary calchinations. They can be seen to in right as you enter the incooption bleed to the IRAC shopp from 1 September - 15

The display is free to view and no booking is re-

Royal Academy of Dance

WIN A T-SHIRT!



I have two swenty slover Swams trahets give away in our final competition. you have to do in email us and tell off you have in the best thing about

he the best and we may even featur here is our next source.

AROUND THE WEB





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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
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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



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.



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**

Multiple pool of but









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.

	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
Mari	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
June	21 Jun	Dance Studies End of Year Performance	GCSE and A Level Dance students
	30 Jun - 4 July	Benesh International Congress	Benesh International members
July			
	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
A	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
September	8 Sep	Faculty of Education - Graduation	RAD Graduates (Qualified Ballet teachers)
October	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 PNG, GIF or JPG file, colour profile RGB. Please supply Dance Gazette artwork by email as a jpg, gif or HMTL5 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 ECIN 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 applicable

This standard of care is the minimum acceptable standard.

- 1.5.2Its responsibility to its sponsors and licensees and contractual obligations therein.
- 1.5.3Its 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 agerelated genre offered or accredited by the Examinations Board, RAD.

2.4 Photography

Advertisements with photography or images of young people and vulnerable adults will only be accepted if the young people and vulnerable are shown in a way that is in accordance with the RAD's Safeguarding Policy and Procedures and Visual & Social Media Policy.

2.5 Trademarks or logos

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