



Imperial Society of
Teachers of Dancing

Advertising and sponsorship opportunities with the ISTD



Our vision

To make teaching and learning dance accessible to all.

Our membership is recognised as the mark of quality dance teaching around the world. We support teachers to develop their careers and businesses through progressive training, performance qualifications and events.

Together, we aim to build a diverse and sustainable dance profession by championing inclusion and increasing access to dance teaching.

Our values

Our values shape everything we do.

► Quality

We are trusted to provide excellent dance teaching, training, qualifications and services to our members and students.

► Inclusion

We are a global family that is committed to improving diversity and equal opportunity.

► Innovation

We strive to be creative in our thinking and to deliver dynamic solutions that make a difference to dance education.

► Passion

We are dedicated to inspiring future generations of dancers and teachers.

► Integrity

We strive to always do the right thing.



Why work with us?

We represent dance teachers and their communities, supporting and celebrating their artistic brilliance.

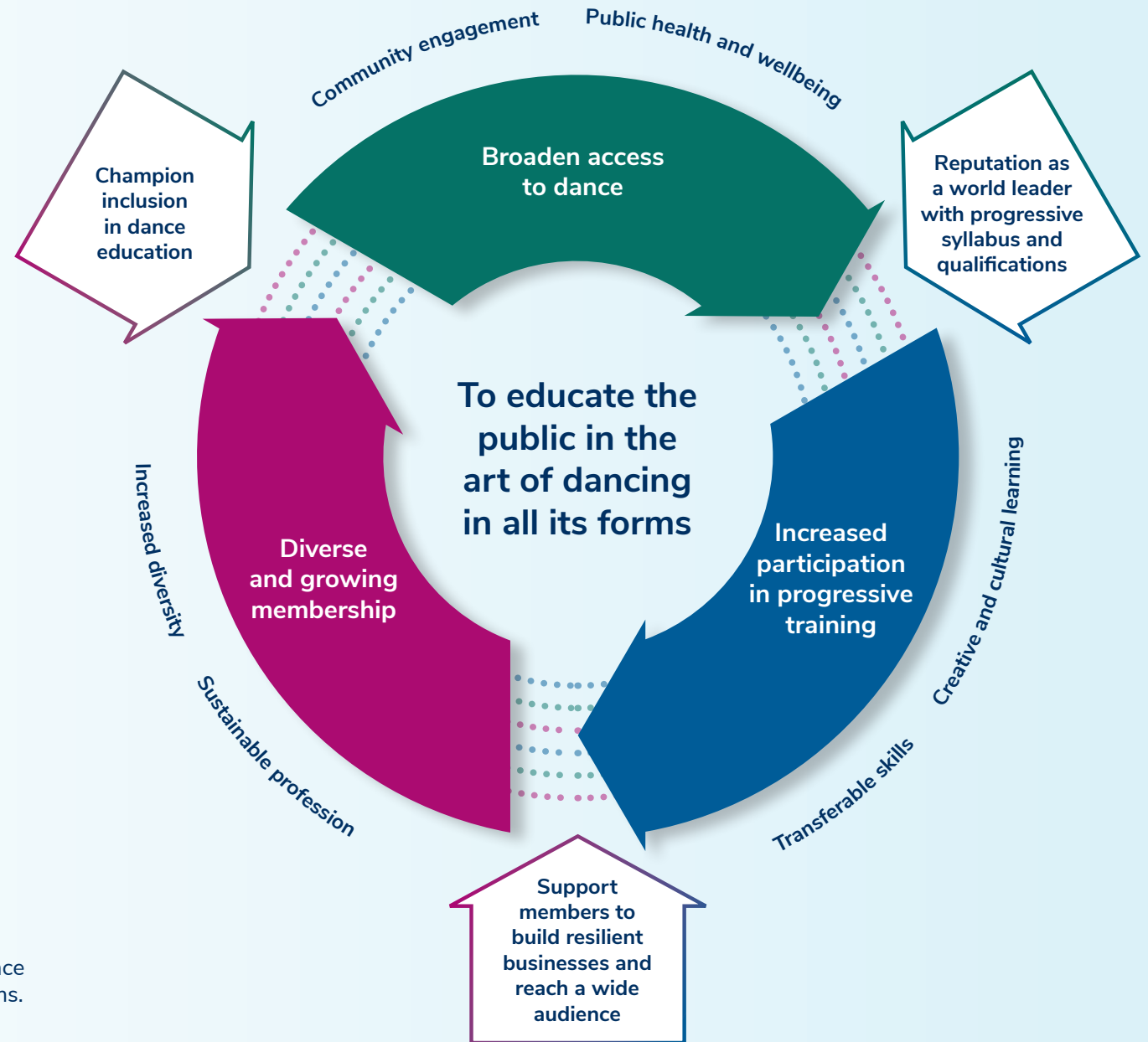
Since 1904, we've provided quality dance training across a diverse range of genres – enabling our members to inspire their students with a passion for dance.

With nearly **6,000 members** in **59 countries**, we conduct **100,000 examinations** worldwide each year.

▶ 59 countries with members	▶ 100,000 examinations per year
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Our aim is to...

- Support dance teachers to build resilient and growing businesses.
- Champion inclusion by opening-up dance education, so that more people access our work, and we help build a diverse dance profession.
- Innovate to secure our reputation as world leaders in dance education through progressive, inclusive syllabi and exams.
- Read more about how we plan to achieve this www.istd.org/discover/news/our-strategic-plan



Our reach

▶ We have a global membership across five continents, with key markets in **Italy, Greece, Canada, Mexico, South Africa.**

▶ **72%**
in the United Kingdom

10%
in Europe

6%
in Africa and Middle East

6%
in North America

3%
in Asia

2%
in Australasia

▶ Our international member community has access to online community groups and a network of regional events and training.



Typical member profile

- ▶ 58% full teaching members
- ▶ 80% 26–64 years old (average age 44)
- ▶ 90% female

About their businesses:

84%
self employed full or part-time

87%
rent their dance space

31%
employ 1–5 staff

91%
teach between 0–250 students

83%
teach students taking more than one genre of dance

88%
want to grow their business

*statistics from Member Survey 2022 (Based on sample size of 530 from UK membership population of 3533. Confidence level of 95%, margin of error 4%.)

Who are our learners?

- 100,000 examinations taken each year
- 1500 vocational learners each year
- A network of 160 Approved Dance Centres



Work with us

There are many opportunities to get directly involved with the world of dance and promote your businesses to our members and their learners.





Dance magazine

“Dance magazine keeps us up to date with what is happening in the dance world.”

ISTD member

- Dance is the international voice of the ISTD.
- Published termly, each issue is themed and contains featured articles, international news, and genre specific content.
- Dance magazine has a circulation of around 6000 members across the globe and in a recent survey 10% of members said 2–3 people read their copy of Dance, making the actual readership figure far higher.
- Members in the UK receive a printed edition, while overseas members receive a digital magazine. Past digital editions of Dance magazine can be viewed online by anyone at any time.
- Dance magazine is frequently cited as being a favourite benefit of membership of the ISTD.

Dance magazine rate card

Full page	Half page	Outside back cover	Inside back cover	Inside front cover
£880	£550	£1,100	£990	£990
+VAT £1,056	+VAT £660	+VAT £1,320	+VAT £1,188	+VAT £1,188

Member / partner 10% discount:

Full page	Half page	Outside back cover	Inside back cover	Inside front cover
£792	£495	£990	£891	£891
+VAT £871	+VAT £545	+VAT £1,089	+VAT £980	+VAT £980

Multi booking* 20% discount:

Full page	Half page	Outside back cover	Inside back cover	Inside front cover
£704	£440	£880	£792	£792
+VAT £871	+VAT £545	+VAT £1,089	+VAT £980	+VAT £980

*Multi-booking – three editions.

Dates

Jan–Apr issue	May–Aug issue	Sep–Dec issue
Booking deadline Early September	Booking deadline Early January	Booking deadline Early May
Artwork deadline Early October	Artwork deadline Early February	Artwork deadline Early June
Mails out during the first week of December	Mails out during the first week of April	Mails out during the first week of August



Specifications

Full page and special positions (bleed)

Trim: 210mm (W) x 275mm (H)

- Add 3mm bleed to trim size
- Add crop marks

Horizontal half-page

185mm (W) x 122mm (H)

- No bleed
- No crop marks

Vertical half-page

89.5mm (W) x 250mm (H)

- No bleed
- No crop marks

▶ 300dpi print ready PDF

Submit artwork to: design@istd.org

- Please supply advert artwork as a PDFx/1a with all fonts embedded.
- Change any unusual or free fonts to outlines prior to making the PDF.
- Artwork should be CMYK. If any Pantone colours have been used, please convert to process colours before creating PDF.
- On full page bleed adverts please ensure logos and text are at least 15mm in from the outside edges of the trim size.

E-newsletters

Reach our members through our regular newsletters.



Reach our members through **banners** or **advertorial** in our regular newsletters.

What's on

A monthly update of all ISTD events and training on offer.

10% Click thru **5000** Circulation

55% Unique user opens **15%** Click to open rate (CTOR)

Issued on the **3rd Thursday of the month**

Members' newsletter

A monthly round-up of news, resources and information.

7% Click thru **5000** Circulation

67% Unique user opens **12.5%** Click to open rate (CTOR)

Issued on the **1st Thursday of the month**

Industry averages for charity sector:
27% Open rate
10% Click to open rate (CTOR)
2% Click thru

Email type	Publication date	Artwork deadline
Member newsletter – July 2023	6-Jul-23	3-Jul-23
What's on – July 2023	20-Jul-23	17-Jul-23
Member newsletter – August 2023	3-Aug-23	31-Jul-23
What's on – August 2023	17-Aug-23	14-Aug-23
Member newsletter – September 2023	7-Sep-23	4-Sep-23
What's on – September 2023	21-Sep-23	18-Sep-23
Member newsletter – October 2023	5-Oct-23	2-Oct-23
What's on – October 2023	19-Oct-23	6-Oct-23
Member newsletter – November 2023	9-Nov-23	6-Nov-23
What's on – November 2023	23-Nov-23	20-Nov-23
Member newsletter – December 2023	7-Dec-23	4-Dec-23
What's on – December 2023	NA	NA
Member newsletter – January 2024	4-Jan-24	22-Dec-23
What's on – January 2024	18-Jan-24	15-Jan-24

Banner
 Size TBC
£110

Member / partner discount: 10%

Advertorial
 Picture + 80 words
£220

Member / partner discount: 10%

Find a dance teacher

At the ISTD we promote the benefits of dance to families and parents of children and young adults throughout the UK as well as showcasing the professionalism of ISTD teachers and how to find one – aiming to drive new business to our members schools through the Find a Dance Teacher directory.

3 months

Size TBC

£300

+VAT

6 months

Size TBC

£500

+VAT

12 months

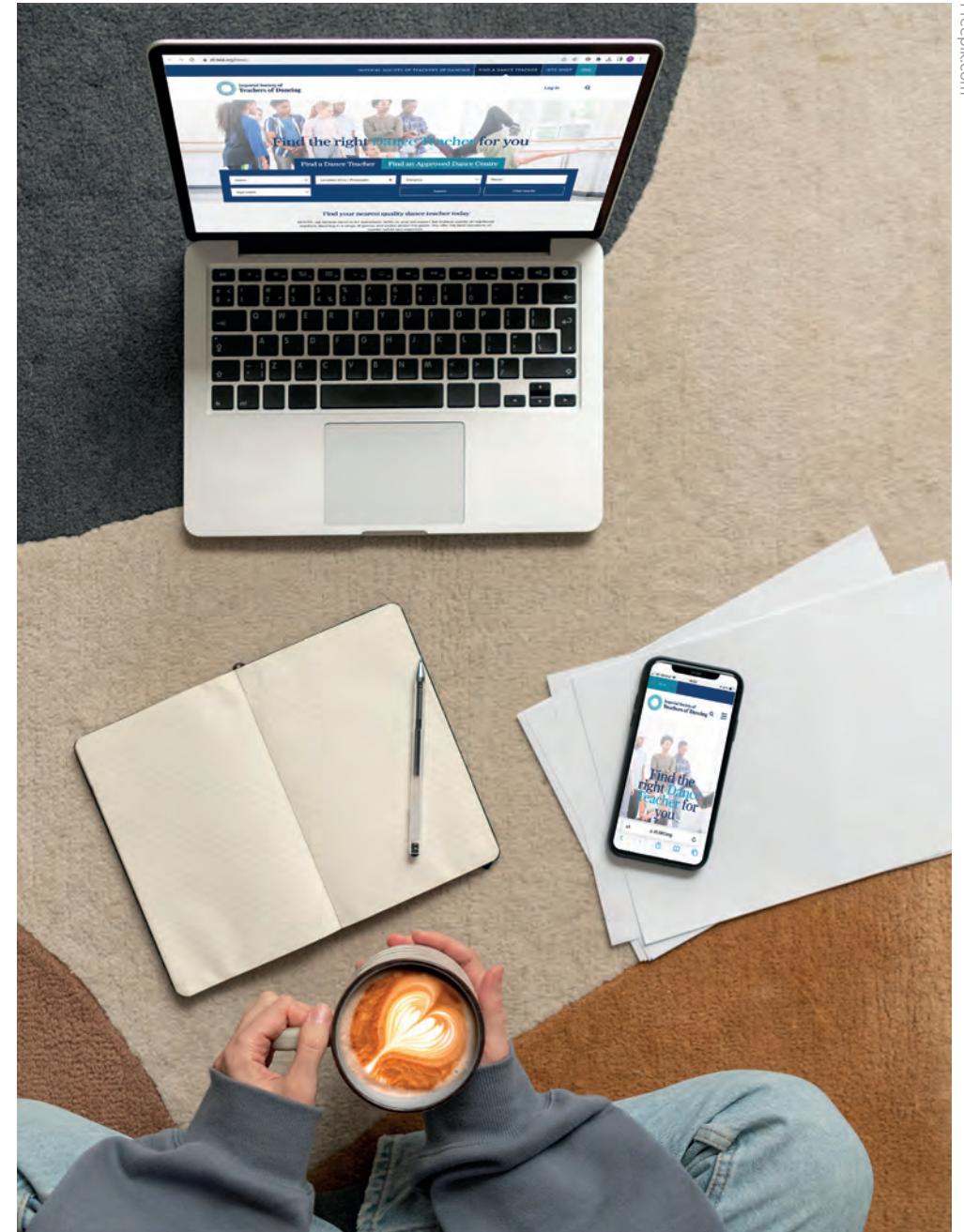
Size TBC

£1000

+VAT

Member / partner discount: 10%

- ▶ Over 64,000 page views per year
- ▶ 17,000 users per year
- ▶ 91% new users
- ▶ 70% of users from UK



Supporting our events

We host a range of events each year; competitions and awards for our learners and CPD training courses for teachers.

Each year we celebrate the success of our newly qualified teachers at our Graduation event – attended by **over 400** people!

Nearly **200** online and in-studio CPD courses are held each year, with **over 2500** member and non member delegates attending from across the world.

12,200 Teachers and their students attend over **25** events each year across the UK.



▶ Janet Cram Finals Modern Theatre Dance	Jun-2023 Ilford
▶ Street Dance Competition Day 2023 Street Dance	Jul-2023 Portsmouth
▶ Summer Programme – CPD All genres + non syllabus Attendees: Teachers	Aug-2023 Epsom and online
▶ Medallist Weekend 2023 Ballroom, Latin, Sequence	Sep-2023 Winchester
▶ Dance Exchange 2023 Disco Freestyle, Rock n Roll, Street Dance	Sep-2023 Chesham
▶ Tap Fest 2023 Tap Dance (incorporating Star Tap Awards)	Oct-2023 Sidcup
▶ DFR Grand Finals Disco Freestyle and Rock n' Roll	Oct-2023 Guildford
▶ Centenary Celebration Classical Greek Dance	Nov-2023 London
▶ Grandison Clark Awards National Dance	Nov-2023 Liverpool
▶ Mabel Ryan Awards 2023 Cecchetti Classical Ballet	Nov-2023 Birmingham
▶ Ballroom, Latin and Sequence	Dec-2023 Birmingham
▶ DFR regional heats Disco Freestyle, Rock n Roll	From Jan-2024 Various locations
▶ Theatre Bursary Awards Theatre faculties	Feb-2024
▶ Graduation Ceremony All genres Attendees: Teachers	Feb-2024 London

Programme rate card

A5 size programme				
Full page £200 +VAT	Half page (horizontal) £150 +VAT	Outside back cover £400 +VAT	Inside back cover £300 +VAT	Inside front cover £300 +VAT
A4 size programme				
Full page £300 +VAT	Half page (horizontal) £200 +VAT	Outside back cover £500 +VAT	Inside back cover £400 +VAT	Inside front cover £400 +VAT

- ▶ **300dpi print ready PDF**
Submit artwork to: design@istd.org
- Please supply advert artwork as a PDFx/1a with all fonts embedded.
 - Change any unusual or free fonts to outlines prior to making the PDF.
 - Artwork should be CMYK. If any Pantone colours have been used, please convert to process colours before creating PDF.
 - On full page bleed adverts please ensure logos and text are at least 15mm in from the outside edges of the trim size.

Member / partner discount: 10%

Programmes may be produced digitally, in print or in both formats.

A5 size programme	
Full page and special positions (bleed) Trim: 148mm (W) x 210mm (H) – Add 3mm bleed to trim size – Add crop marks	Horizontal half-page 128mm (W) x 92mm (H) – No bleed – No crop marks

A4 size programme	
Full page and special positions (bleed) Trim: 210mm (W) x 297mm (H) – Add 3mm bleed to trim size – Add crop marks	Horizontal half-page 178mm (W) x 129mm (H) – No bleed – No crop marks



Sponsorship packages

Reach a wider audience and consider becoming an **event sponsor**, this will provide brand recognition at events, and include promotional channels to a wider membership base.



	Bronze	Silver	Gold	Platinum (Dance / CPD event)	Platinum + (Flagship ISTD event)
	Up to 10 per event	Up to 4 per event	Up to 2 per event	One per event	One per event
Event supporter	✓	✓			
Event sponsor			✓		
Exclusive event sponsor				✓	✓
Logo and wording on event promotion	✓	✓	✓	✓	✓
At event display of logo / stand if appropriate			✓	✓	✓
Full page advert in programme	✓	✓	✓	✓	✓
Half page advert in Dance magazine		✓			
Full page advert in Dance magazine			✓	✓	✓
Social post pre and post event			✓	✓	✓
Banner advert in e-newsletter				✓	✓
Prize				✓	✓
Goody bag insert		✓	✓		
Goody bag				✓	✓
2 tickets for event if appropriate		✓			
Up to 4 tickets for event if appropriate			✓	✓	✓
Rate card price	£700	£1400	£2100	£3500	£7000
VAT (20%)	£140	£280	£420	£700	£1400
Total	£840	£1680	£2520	£4200	£8400
If the sponsor chooses to donate a prize the following discount can be awarded	Bronze	Silver	Gold	Platinum	Platinum+
£100 vouchers / value	10%	10%	5%	5%	5%
£200 vouchers / value	20%	20%	5%	5%	5%
£300 vouchers / value	20%	20%	10%	10%	10%
£400 vouchers / value	30%	30%	20%	20%	20%
£500 vouchers / value	30%	30%	20%	20%	20%

Support in kind – prize only

Some supporters may select to provide sponsorship in kind – such as vouchers for prizes. We can offer the following promotional opportunities as a thank you.

£100

- Event supporter
- Logo and wording on event promotion
- Goody bag insert

£200

- Event supporter
- Logo and wording on event promotion
- Goody bag insert

£300

- Event supporter
- Logo and wording on event promotion
- Goody bag insert

£400

- Event supporter
- Logo and wording on event promotion
- At event display of logo / stand if appropriate
- Social post pre and post event
- Goody bag insert

£500

- Event supporter
- Logo and wording on event promotion
- At event display of logo / stand if appropriate
- Full page advert in programme
- Social post pre and post event
- Goody bag insert



Become an affinity partner

If you have a product or service that you think would add value to our membership offering, you might want to consider becoming an affinity partner.

Promotion of affinity partners includes:

- Website content, logo and url link on ISTD.org
- Inclusion in our welcome pack content
- Renewal pack and benefits communications
- Discounted advertising rates
- Access to attend Members' Day / member meetings

Please note affinity partner arrangements typically include commercial terms, eg commission and / or at point of purchase discount for ISTD members.



Terms and conditions for advertisers

These are the Terms and Conditions of the Imperial Society of Teacher of Dancing (ISTD). A company registered in England, no. 00392978 and registered charity no. 250397 whose registered office is 22/26 Paul Street, London, EC2A 4QE.

Definitions: In these Conditions the following definitions apply:

- **Booking:** means the order from the ISTD placed by the Customer;
- **Contract:** means the agreement between the ISTD and the Customer for the supply and purchase of the Booking incorporating these Terms & Conditions and the Booking;
- **Customer or You:** means the person who purchases the Booking from the ISTD and whose details are set out in the Booking;
- **Data Protection Laws:** means General Data Protection Regulation (GDPR) and Data Protection Act 2018;

Application of these Conditions

- These Conditions apply to and form part of the Contract between the ISTD and the Customer. They supersede any previously issued terms and conditions of purchase.
- No terms or conditions endorsed on, delivered with, or contained in the Customer's purchase conditions, Booking, confirmation of Booking or other document shall form part of the Contract except to the extent that the ISTD agrees in writing.
- No variation of these Conditions or to a Booking or to the Contract shall be binding unless expressly agreed in writing and executed by a duly authorised signatory on behalf of the ISTD.

General terms and conditions

1. Receipt of a Booking form or VAT invoice by the Customer from the ISTD, is deemed to be a valid Booking that is subject to these terms and conditions.
2. The ISTD will not be liable for any loss or damage consequential or otherwise occasioned by error, late publication, or the failure of an advertisement to appear from any cause whatsoever.
3. The Advertiser warrants that the advertisement does not contravene any Act of Parliament nor is it in any other way illegal or defamatory or an infringement of any other party's rights or an infringement of the British Code of Advertising Practice.
4. The Advertiser will indemnify the ISTD against any damage and/or loss and/or expense which the publisher may incur as a direct or indirect consequence of The Advertiser's announcement.
5. Each party shall comply with its respective obligations and may exercise its respective rights in accordance with Data Protection Laws.

Copy and deadlines

1. Copy must be supplied by The Advertiser by the artwork deadline. In the event of copy instructions or finished artwork not being supplied by the due date, the ISTD reserves the right to repeat the copy/artwork last used, alternatively the right to publish only the name and address of The Advertiser. In either case, the total price of the order will remain unaltered.
2. It is understood and agreed that copyright in designs and text prepared by the ISTD shall remain their property. Advertisements including such material may not be reproduced elsewhere without their consent.
3. The ISTD cannot accept responsibility for changes in copy unless these are confirmed in writing and received by the deadline. The ISTD reserves the right to charge for any additional expenses involved in such changes.

4. Copy matter must conform to the ISTD requirements. Any additional work required may be charged for.
5. The ISTD cannot accept responsibility for any loss or damage to artwork, photographs or other material submitted by The Advertiser.

Cancellation

1. Cancellation or reduction of any advertisement must be notified in writing to the ISTD 21 days before the publication deadline.
2. Cancellation of an advertisement or insertion will incur the following fee:
 - Up to 6 weeks before deadline: 50% of the total invoice
 - Less than 6 weeks before deadline: 70% of the total invoice

Assignment and third party rights

- The Customer may not assign, subcontract or encumber any right or obligation under the Contract, in whole or in part, without the Company's prior written consent, which it may withhold or delay at its absolute discretion.
- A person who is not a party to the Contract shall not have any rights under the Contracts (Rights of Third Parties) Act 1999 to enforce any of the provisions of the Contract.

Governing law

- The Contract and any dispute or claim arising out of, or in connection with, it, its subject matter or formation (including non-contractual disputes or claims) shall be governed by, and construed in accordance with, the laws of England and Wales.
- The parties irrevocably agree that the courts of England and Wales shall have exclusive jurisdiction to settle any dispute or claim arising out of, or in connection with, the Contract, its subject matter or formation (including non-contractual disputes or claims).