

FULL PAGE AD
4 3/4 X 7 3/4
(4.75 x 7.75)
THIS AD SIZE
READS IN THIS DIRECTION

HALF PAGE AD
4 3/4 X 3 7/8
(4.75 x 3.88)
THIS AD SIZE
READS IN THIS DIRECTION

QUARTER
PAGE
VERTICAL AD
2 3/8 X 3 7/8
(2.38 x 3.88)
THIS AD SIZE
READS IN THIS
DIRECTION

QUARTER PAGE
HORIZONTAL AD
4 3/4 X 1 15/16 (4.75 x 1.94)
THIS AD SIZE READS IN THIS
DIRECTION

Actual Ad Sizes



That's Entertainment

Recital time is approaching so please be sure to read this important newsletter about all that is going on. Mark your calendars with all the dates and times! Many of the questions we receive can be answered in this newsletter so please keep it.

Recital Ticket Sales



Tickets will go on sale April 1st. Seats for the show will NOT be general admission. All seats will be assigned, but you will have a choice on where you would like to sit. Friday night and Saturday matinee tickets can be purchased through www.tututix.com/americandanceacademy or by calling 855-222-2TIX. Ticket prices are \$16, \$18 or \$20 depending on the seating area chosen. Processing fees will make tickets:

*\$20 + \$2
\$18 + \$1.90
\$16 + \$1.80*

There is no minimum or maximum number of tickets to purchase. You will need a credit or debit card to buy tickets, and tickets will be sold on a first come, first served basis. So, buy early to get better seats!

You'll have several options for how you want your ticket delivered. You can have it emailed to you, sent to your mobile phone internet browser, and even add it to your Apple Passbook (if you have the latest iPhone software) at no charge! Or, you can choose to have TutuTix mail you foil-embossed keepsake tickets for an additional fee— with your dancer's name printed directly on the ticket! Tickets will be \$25.00 at the door.

Mark Your Calendar Summer Camps!!

Performing Arts Camps:

Themed camps with a fun showcase performance on Thursday!!

Ages 3-12 Mon-Thurs

Princess Camp Ages 3-5:

June 5th-8th ~9:30-12:30 ~ \$150

Superhero Camp Ages 5-7:

July 10th-13th ~ 9:30-12:30 ~\$150

So You Think You Can Dance Ages 8-12:

July 10th-13th ~ 9:30-3:30 ~\$250

From NY to Hollywood Ages 8-12:

July 24th-27th ~ 9:30-3:30 ~\$250

Register online at www.DANCE@ADA.com through the parent portal.

Week Long Intensives:

These are for the serious dancers who want intense yet fun training with our current staff and guest instructors throughout the day!

It's like a dance convention with technique classes right here at ADA!!

Ages 8 & up Mon-Thurs~9:00-5:00 ~\$350

June 19th-22nd / June 26th-29th

July 17th-20th

***The first 50 people who register for a Performing Arts Camp or an Intensive get a FREE ADA BEACH TOWEL!!**
***Register for 2 camps/intensives and get a third for HALF PRICE!!**

Master Class Series:

No need to go to NY! We bring master teaches right here to you!! Will include 2 different instructors/night with different styles offered each night per level!

Ages 8 & up: Wednesday Evenings:

\$30/1 hour class & \$40/1.5 hour class

June 7th & August 9th

*Closing for Spring Break
April 13th - 19th*



Are you interested in the Dance Company?

Invitations for the dance company will go out at the end of March/beginning of April. An informative parent meeting will be held after invitations go out for parents to gather more info and ask questions. That meeting will be April 12th from 8:30-9:30.

If your child is interested and does not receive an invitation please leave your name at the front desk.
Summer sessions are required for all dance company members.

**RECITAL
PICTURE DAY**
**FRIDAY APRIL 7TH. SIGN UP
ON THE SIGN UP GENIUS
LINK ON THE STUDIO NEWS
PAGE OF THE WEBSITE.**

Recital Update

RECITAL INFO

All dancers will report to a dressing room on the Dress Rehearsal and Show nights. Dancers in PS1, PS2, Child, HH 5-7 and any other dancer who is in only the first half can be picked up during intermission. Following their dance, they will return to the dressing room or wait for the “Little Finale” depending on when they perform in the show. They are to be picked up during intermission and can either leave or watch the second half. If watching the second half, they can either sit on a parent’s lap or have a ticket purchased to have their own seat.

To keep congestion in the dressing room to a minimum, ONLY stage moms will be permitted in the dressing rooms. Nobody is permitted in the dressing room during the show unless they have the Stage Mom Badge. All other moms will be permitted in the dressing room after the finale.

RECITAL COSTUMES

Costume distribution began March 6th as long as we have received them. Late orders will be distributed as they arrive. Attached to the costumes will be a direction sheet, which includes colors of shoes and tights. All tights are to be either Capezio Ballet Pink (BPK) or Capezio Light Suntan (LSN). No other brand or color is allowed. You can purchase them at ADA or any other dance-wear shop. Please check all costumes as soon as you receive them and call within one week to report any discrepancies. Costumes will not be given out to children whose accounts are not paid to date of March 7th. Once accounts are paid to date, the costumes will be given.

STAGE MOM SIGN UPS

MOMS - we need your help for recital weekend! Sign-Ups are being done online through Sign Up Genius. You can find that sign up on our website at www.DANCE@ADA.com under the Studio News page. Stage moms help the dancers backstage with costume changes and help to line the dancers up and walk them backstage when “Miss Laurie” our backstage “Sarge” tells them it’s time. (Sorry Dads - we can only use you in the boy’s dressing room.) All stage parents are to report to the last class before the recital and will receive a 10% coupon to be used after the recital on a full dance attire order. REMEMBER - NO OTHER PARENTS WILL BE ALLOWED BACKSTAGE WHEN THE SHOW IS GOING ON IN ORDER TO KEEP CONGESTION TO A MINIMUM!!! A badge will be given to each stage parent to distinguish them. These stage parents will be required to be at all the rehearsals with the students.

*Stage moms are not babysitters on Dry Run – parents must stay with their children or ask another parent to watch them.

FALL REGISTRATION

Fall registration forms will be distributed in May and registration begins immediately to allow current students to register for their first choice of classes. Beginning July 1st, registration is open to dancers outside our current student list, once this begins, current students can NOT be guaranteed first choice of classes. **Please register before July 31st to be guaranteed your first choice classes and a FREE T-shirt!**

Register by July 31st and receive a FREE ADA T-shirt for your child! T-shirts will be given out in the fall.



RECITAL WEEK

As the season progresses, excitement is building for our big production. Routines are being practiced and perfected. All classes are doing different dances, so at this time it is **very important** that your child attend his/her scheduled class each week. ALL REHEARSALS AND SHOW DATES ARE MANDATORY. REHEARSALS ARE JUST AS IMPORTANT AS THE SHOW NIGHTS AND THEY ALLOW THE CHILDREN, THE STAFF, AND MYSELF TO FAMILIARIZE OURSELVES WITH THE SURROUNDINGS. Both rehearsals and recital dates are at St. Mark’s High School located at 2501 Pike Creed Road, Wilmington, DE 19808.

Monday, May 8th - No classes & No rehearsals

Rest up for the busy week ahead.

Tuesday, May 9th - DRY RUN at St.Mark’s

Students will wear their regular dance attire (tights/leotard or hip hop clothes for girls and black pants/white t-shirt for boys) and the proper shoes. A half hour time slot will be allotted per so many dances between the hours of 4:30 pm and 8:30 pm. I will try my best to remain on schedule. Parents must stay with their children. Children must remain seated, no running around.

Wednesday, May 10th - DRESS REHEARSAL at St. Mark’s

ADMISSION WILL BE WITH WRISTBAND ONLY. Wristbands will be given with final information sheet-one per family. Extras can be purchased at the same price as a ticket. All students will report at 5:30 pm dressed in their first costume to the room designated to be their dressing room. This rehearsal is like the show night and will be THE ONLY NIGHT THAT PICTURES AND VIDEOS WILL BE ALLOWED!!!

Thursday, May 11th - No classes & No rehearsals

Friday, May 12th - SHOW NIGHT at St. Mark’s

Show is at 7:00 pm. Dancers report to dressing room in costume by 6:30 for line up. Dressing rooms open at 6:00 pm.

Saturday, May 13th - SHOW NIGHT at St. Mark’s

Show is at 2:00 pm. Dancers report to dressing room in costume by 1:30 for line up. Dressing rooms open at 1:00 pm.

****MORE SPECIFIC DETAILS WILL BE GIVEN AS THE SHOW DATE APPROACHES!!!**

Remainder of the season after the show:

May 15th-20th: Recital Autograph & Glow Party held at the studio during class time.

May 20th-25th: Bring A Friend/try any class for FREE!

May 25th: Last day of classes

Lost & Found

We have a big collection of different articles left in the studio without names. These items labeled “Lost & Found” are in the waiting room. Please check for anything you may be missing. Everything that is left gets donated to charity.



Daughter
or
Son’s Name

We’re Proud of you...
Love, Mom & Dad

Write
your
own
personal
message!

PROGRAM BOOK ADS


Our program book reaches an audience of 1500-2000 people. It is a wonderful way to write a message to a dancer for him/her to keep as a special memento. For those of you who have a business ~ our audience can be your audience as well. Remember, people want to patronize businesses that have supported their own children. Your contribution and interest are greatly appreciated!

We are currently selling business and/or personal ads for our program book. **The deadline for this is April 8th.** You may look through the samples at the studio for ad ideas. Ad Sizes & Prices are as follows:

- Full Page 4.75 x 7.75 @ \$130
- Half Page 4.75 x 3.875 @ \$90
- Quarter Page Vertical 2.375 x 3.875 @ \$60
- Quarter Page Horizontal 4.75 x 1.9375 @ \$60
- Bold Listing 2.375 x 1 @ \$40
- One Spot available – Outside Back Cover \$185
- One Spot available – Inside Back Cover \$160

IF YOU PLAN TO CREATE YOUR OWN AD... PLEASE READ THE FOLLOWING INFORMATION CAREFULLY.

Advertisers wishing to provide **a picture, printed ad or copy of a specific graphic** can do so. **Ads or items that are being provided by you, MUST BE high resolution (jpg, tiff, or pdf files ONLY)** and can be e-mailed to dawn@patioprinting.com. *Ads that are provided in MS Word, Works or similar format **WILL NOT** maintain their original appearance and will be adjusted at the printers discretion. Ads that are being typeset by the printer are laid out at the discretion of the typesetter. Order forms are attached. *Read Form Carefully.



Account Balances

Account balances must be paid in full by May 1st.

CHILDREN WILL NOT BE PERMITTED TO DANCE IN THE RECITAL IF BALANCES ARE NOT PAID IN FULL.