



## Subject - 2020/2021 Dance Promotion & Ads

If you are part of the ARTS Email Tree, please **FORWARD** this message to the others in your part of the tree so the attached files are forwarded.

if you are not part of the Email Tree we encourage you to **FORWARD** this message to others you believe would be interested.

After all the craziness of the past months has been resolved, dancing's number one priority should be finding people to join us in our favorite activity!

Advertising of square/round/contra dancing has always been primarily word-of-mouth, supplemented by flyers and a small amount of radio and newspaper ads. Time to step that up!

There is a tried-and-true advertising philosophy called FAB -- which stands for

**F** = Feature

**A** = Advantage

**B** = Benefit

We need to keep it simple and focus just on these!

To help with this advertising effort, the ARTS has created four ads which are available free-of-charge to anyone in the dance community. These ads are simple and to the point -- each focuses on one major benefit of dancing, keeping the ad uncluttered and direct.

Each ad is available in JPEG format for use in email and social media formats, and PDF for print campaigns (both in color and black & white).

There is an area on the ad so each club or association can add the date/time and basic contact info. There are also sample ads so everyone can see how to format that information.

Please use these ads and let us know how they worked for your group. If they are beneficial we will continue to produce new versions.

Our thanks to the Chinook Records staff for the information about the FAB advertising theory which made this all possible!

If you have questions or concerns, please let me know.

Thanx for your support,

**Jerry Reed**

**ARTS Executive Director**

Email - [DirectorARTS@aol.com](mailto:DirectorARTS@aol.com) Phone - 321-794-9645

**ATTACHMENTS TO THE EMAIL FOLLOW (4 version – each B&W, Color, Sample Content):**

**Spend tonight with 100  
of your closest friends...  
...and get in those steps!**



**You are invited to our party  
so put this date/time  
on your calendar!**

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of your closest friends...  
...and get in those steps!**



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**Spend tonight with 100  
of your closest friends...  
...and get in those steps!**



**You are invited to our party  
so put this date/time  
on your calendar!**

**Friday 7 pm  
January 15, 2021  
West County Dance Club  
1234 Any Way, Best Town, USA  
999-555-1212**

**call or text for reservations or information**

**You know how it feels when  
you're with a good friend?  
Multiply that by 100!**



**You are invited to our party  
so put this date/time  
on your calendar!**

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you're with a good friend?  
Multiply that by 100!**



**You are invited to our party  
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on your calendar!**

**Friday 7 pm  
January 15, 2021  
West County Dance Club  
1234 Any Way, Best Town, USA  
999-555-1212**

**call or text for reservations or information**

You will get in 5,000 steps  
while enjoying good friends  
and listening to great music!



You are invited to our party,  
so put this date/time  
on your calendar!



You will get in 5,000 steps  
while enjoying good friends  
and listening to great music!



You are invited to our party,  
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West County Dance Club  
1234 Any Way, Best Town, USA  
999-555-1212 call or text for reservations or information

**Give your children the  
gift of forever friends...**



**You are invited to our party,  
so put this date/time  
on your calendar!**

**Give your children the  
gift of forever friends...**



**You are invited to our party,  
so put this date/time  
on your calendar!**

# Give your children the gift of forever friends...



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