

Dawson Diamonds 2021 “Dazzle” Spring Show Advertising Opportunity



Dear Diamond Supporter,

The Dawson High School Diamonds Dance Team will hold their annual Spring Show “Diamond Dazzle” on Friday, May 7, 2021, and Saturday, May 8, 2021, in the Dawson High School Auditorium located at 2050 Cullen Blvd. in Pearland, Texas. The show will begin at 7:00 p.m. each evening. We hope you'll join us to watch the team perform a variety of dance styles, welcome new teammates, and send their Seniors off with the "Last Dance" of the season.

We invite you to show your support of the team by placing a business advertisement or Diamond “Shout Out” in the full-color printed program produced by the Dawson Diamond Booster Club, a 501(c)3 non-profit organization. Proceeds from advertising will support the team in purchasing supplies and costumes for production of the show in addition to producing a limited supply of printed programs.

In accordance with district guidelines to promote safety from the Covid-19 virus, this year’s program will be available digitally for all attendees via QR code or via the Diamond website. Seating in the auditorium will also be limited to fifty percent capacity. Therefore, we have accordingly reduced our advertising prices in comparison to previous years, as detailed below. After the event, limited printed copies will be made available for all advertisers and each Diamond participant.



Ad Size/ Placement	Price
Full page – back cover	\$150*
Full page – inside cover	\$100*
Full page	\$75
Half page	\$50
Quarter page	\$35
Eighth page/business card	\$20

*Cover pages are limited and will be available based on timely receipt and/or team seniority.
Contact DawsonDiamondsDrillTeam@gmail.com for availability.

For your convenience, we have set up our website to accept advertisement requests and payment at: www.DawsonDiamondsDrillTeam.com/dazzle. **Please reserve your ad space by submitting payment by Monday, April 19, 2021.** (The deadline to submit your print-ready digital file, produced in accordance with guidelines found on the following pages, is Monday, April 26, 2021.)

Your support of the Diamond organization is greatly appreciated!

Dawson Diamonds 2021 “Dazzle” Spring Show Advertising Specifications

File Preparation Instructions:

When designing your files for submission, it is important to understand file requirements and standards in order to avoid production issues. Please follow these guidelines when starting the design process to ensure your advertisement may be viewed and printed with the best possible resolution.

Preferred Format: High-resolution .PDF files with embedded fonts and graphics are preferred. We can also accept digital Word, PowerPoint, or Publisher files with fonts included and embedded/flattened images. Other file types such as .jpg, .jpeg, and .png may be submitted; just be sure that a resolution of at least 300 dpi is used.

Layout: See the following page for measurements for each ad size. Your image/graphic should be sized accordingly to avoid having any part of your design cut off in the printing process.

Image Quality: As a general guideline, 300 dpi (dots per inch) is a sufficient resolution for most printed materials. Higher resolution means that more pixels are used to create the image, resulting in a crisper, cleaner image. An image will appear pixelated (blurry) when its resolution is low or if the image is significantly enlarged, resulting in loss of quality. If your image/graphic is saved as high quality or taken from a digital camera at a high resolution and left unchanged, it should be fine. Images copied from web pages may have low print quality and should not be used. Images downloaded from sites such as Shutterstock should be fine, provided the originals were taken in high quality.

Submit print-ready digital advertisements to DawsonDiamondsDrillTeam@gmail.com no later than **Monday, April 26, 2021.**



Full Page 8.25"w x 10.75"h

**Dawson Diamonds
2021 "Dazzle" Spring Show
Advertising Size Specifications**

Qtr. Page 4.0"w x 5.25"h

Eighth Page 4.0"w x 2.60"h

Half Page 8.25"w x 5.25"h

