

## PROMENADE TIPS

We have many new officers assuming the duties of providing ads for the clubs. The following is intended to provide you with some guidance concerning what is expected of you. We want to thank all of you who have been doing such an excellent job for your clubs. It is a pleasure to get to work with you - keep up the good work!

**DEADLINES** - All submissions to the Promenade are due by the fifteenth of the month two months prior to their publication, i.e., the fifteenth of March for the May Promenade. **All Promenade submissions must be submitted online by the fifteenth of the month.**

**SUBMISSION FORMS** – We no longer accept any hand written or typed submission forms. Please use the submission form on the NORTEX website.

**The calendar for annual Anniversary and Double Deal dances will be scheduled and managed by the NORTEX Club Coordinator. After the dates are registered on the NORTEX calendar, the coordinator will provide the information to the Promenade editor for publishing. Future annual dances, location changes, paid ads, guest callers/cuers, club directory ads, new dancer dances and lessons must appear every month on your submission form in order to appear in the respective sections in the month you wish the listings to appear.**

**DIRECTORY ADS** -Your directory ads are graphics. To the computer it is a picture. We cannot change the wording that is on it. If your directory ad needs to be updated, someone in your club must do that and submit using the online submission form. An ad 3 1/2 inches wide by 1 1/2 inches high is the maximum space available for a directory ad. Your ad should be slightly less than these dimensions so that all information will show. Please do not enclose your directory ad in a box. If you do, it will have to be removed to put it in the book.

**ADVERTISEMENTS** - Submit your ad in the same size as its publication size: one-eighth page - 3 1/2" x 2 1/4"; one- fourth page - 3 1/2" x 4 3/4"; one-half page 7 1/4" x 4 3/4"; and full page 7 1/4" x 10". These sizes are the maximum outside dimensions of the space for an ad.

Please do not enclose your ad in a box or decorative border. If the ad has a border it needs to be less than the maximum dimensions of the ad, or the border will have to be removed. Use a **Portrait** format presentation for quarter page and full-page ads and a **Landscape** format for presentation for your half page, one-eighth page, and directory ads. If you list two dances or more on the same ad, the earliest date, and only that date, will be used for the back-page listing.

**We may have to condense, rewrite, omit, or rearrange information submitted. All articles and advertising are subject to these conditions, with approval of the Publisher (NORTEX President).**

**If you lose your hall and must cancel at the last minute, call your Editor. That is the one exception to the 15th of the month deadline. If we have not uploaded the Promenade to the printer, we will do whatever we can to help you.**

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