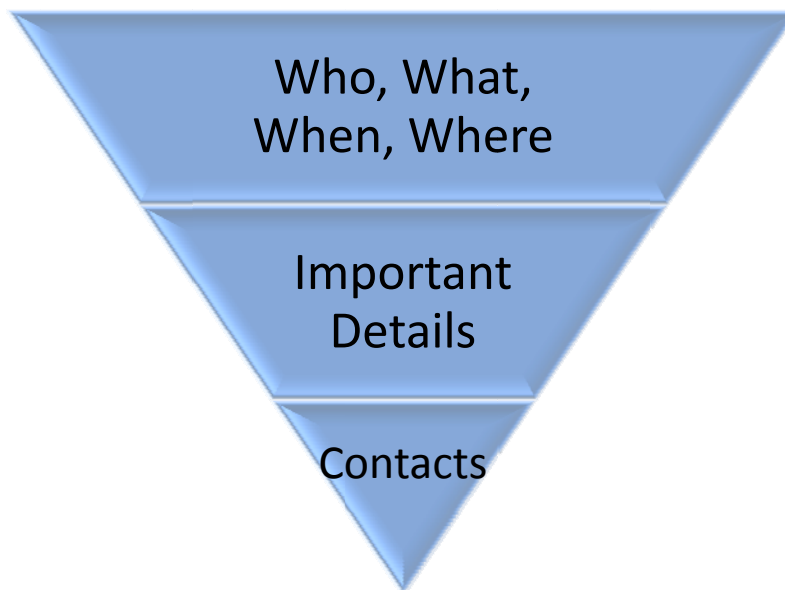


# Information Needed in Ads / Flyers

Use the largest size possible for the font of your choice.

Vary font by using **Bold**, *Italics*, Underline.

Eye catching graphics are a nice addition,  
but clear information is more important.



**Who:** Name of Club, Caller (check spelling), Cuer (check spelling)

**What:** Dance program (list all that apply – Mainstream, Plus, Rounds, etc.)

**When:** Day, date, time are all needed

**Where:** Name of hall AND a street address with zip code. Many people will get directions from the Internet or their GPUs, which require zip codes. If you do not know the actual street address, Google the hall name and town, and the Internet will supply the rest. Include state for out-of-towners.

**Important Details:** Special events, cost, dress code or “Traditional square dance attire optional”, theme, food, singles invited, new dancers welcome, etc.

**Contacts:** Try to give at least two contact names and several telephone numbers with area codes (home, hall, cell phone).

**Look over your ad. Have you used all the space you are paying for?**  
**Get someone else to proofread your work.**