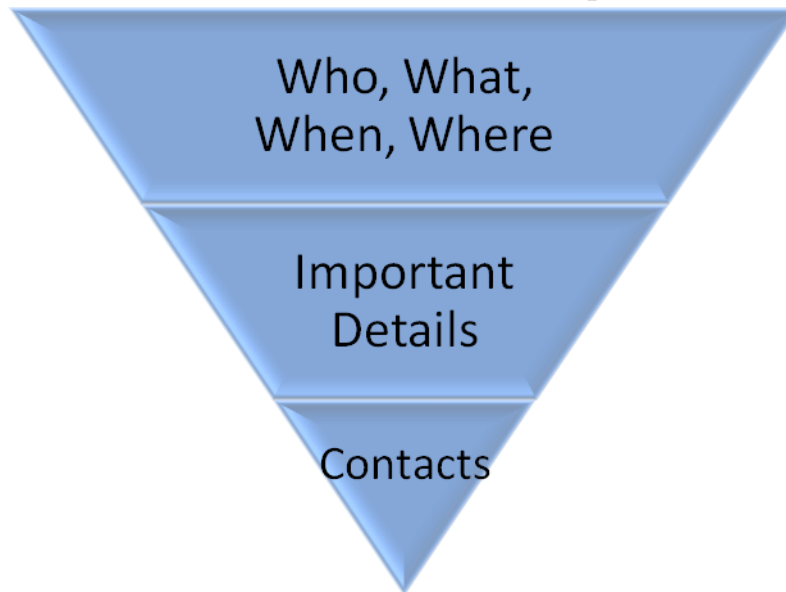


Information Needed in Ads / Flyers

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: Club Name

Caller (check spelling) and state (s)he is from

Cuer (check spelling) and state (s)he is from

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

When: Day of the week

Date -- Don't forget the year

Time – Beginning and ending times!

Where: Name of hall

Street address with zip code. Many people will get directions from the Internet or their GPSs, which use zip codes. If you do not know the actual street address, Google the hall name, town, and state, and the Internet will supply the rest.

Include state for out-of-towners (remember we use the Internet to send notices)

Important Details: Special events, cost, dress code if any (“Casual,” “Traditional square dance attire optional,” or other), theme, food, partner not required, 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 EVERY LINE, EVERY TIME—don't assume
it still looks the way you typed it.**

Have you used all the space you are paying for?

***Finally, get someone else to proofread your work. It can't be “too perfect”—
your club is judged by your ads.***