



GENERAL INSTRUCTIONS FOR AD PAGES

1. ALL contestants are required to sell a minimum of 2 FULL pages worth of ads for the program book.
 - All money and advertisements are due the Friday night of state meeting.
 - Please place all ads, CDs of pictures and extra information in a LETTER sized sealed envelope labeled with contestants name and title.
 - Use a permanent marker to write information on any labels turned in at state meeting.
2. If the sum of a contestant's ads does not take up an entire page then the contestant will be financially responsible for the remaining portion of the partial page.
 - Example - if a contestant submits 5 and a half pages, she will be financially responsible for half of a page.
3. We have provided you with a program book contract to be given to the buyer at the time of purchase.
 - We recommend that you also keep a copy of the signed contract for your records.
 - It is not necessary to submit a copy of the contract to the Miss Louisiana Organization.
4. Personal checks will NOT be accepted.
 - A Company check made payable to the Miss Louisiana Organization will be accepted for company ads.
 - Monies collected other than company checks must be submitted as ONE CERTIFIED CHECK or ONE MONEY ORDER for the TOTAL AMOUNT of pages sold.
 - ALL payments must be submitted to the Miss Louisiana Organization at State Meeting.
5. Keep text to a minimum on small ads as space in the ad is limited.
 - LESS is better.
 - 2 or 3 legible lines of type and a logo are much more effective than a logo and 10 lines of type crammed into a small space.
6. Please remember that ONLY digital pictures on CD will be accepted for ads.
 - Business cards must be scanned into an electronic format to be accepted.



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7. All digital files for ad pages should have a minimum resolution of 210 dpi.
 - Acceptable file formats include: .jep, .tiff, .eps, .gif, .psd, or .pdf
8. Contestants are NOT allowed to use the CMN, Miss America, or Miss Louisiana logos in their ads.
9. Your envelopes will be returned to you when you register at the dorm for the Miss Louisiana Pageant.