



## GENERAL INSTRUCTIONS FOR AD PAGES

- 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.
- Personal checks will **NOT** be accepted, but a Company Check made payable to the Miss Louisiana Organization will be accepted for company ads; otherwise ONE- CERTIFIED CHECK or MONEY ORDER for the TOTAL AMOUNT of the pages sold must be submitted to the Miss Louisiana Organization at State Meeting.
- Keep copy to a minimum on small ads-space 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.
- Use a Sharpie to write information on labels. The ink will dry more quickly and will help to avoid ink being transferred to another picture.
- Use pictures depicting hobbies or interests you have, as opposed to posed shots. This will give the book more character and appeal, as well as allows the patrons to know you a little better.
- If an ad is "Camera-Ready", please write that on your ad information sheet and place a high-resolution digital file on your file CD.
- *Please do not paper clip or tape anything to your photos!*
- *Your notebooks will be returned to you when you register at the dorm for the Miss Louisiana State Pageant!*