

Miss Louisiana

ORGANIZATION

Instructions for Ad Pages

1. Miss Louisiana Contestants are required to sell a minimum of **2 full ad pages** (8.5"x11" – Black/White) for the program book. Incentives are awarded for pages sold over 5.
2. ALL money and ads are due at Miss Louisiana State Meeting, Saturday, April 6, 2024.
3. Partial pages will not be accepted. For Example: If you sell a ½ page ad to one business, a ¼ page ad to another, then you must have another ¼ page ad to make up a full page. You will be financially responsible for the unsold portion of an ad page.

Ad Pricing:	Full Page:	\$360
	Half Page:	\$180
	1/4 Page:	\$90
	1/8 Page:	\$45

4. Attached is a copy of the Contestant Information Form, Ad Sales Agreement & Incentives:
 - a. Turn in the Contestant Information Form with your ads at state meeting.
 - b. A copy of the Ad Sales Agreement can be given to the person/business to whom you sold the ad.
 - c. Make a copy of the Ad Sales Agreement and turn in for each ad sold.
5. Ad pages must be Designed and PRINT READY for the program book.
 - a. Pages in the Program Book are 8.5"x11" Black & White.
 - b. Design programs such as Canva can be used to design your ad. Or, ask a friend with graphic design experience to help you.
 - c. Use quality logos for businesses. No pixelated logos or pictures will be accepted.
 - d. Keep text to a minimum. Less is best. Keep ads simple.
 - e. Include your name and title on each page. DO NOT use your candidate number.
 - f. Acceptable file formats include: .pdf, .jep, .jpg, .tif, .eps, .gif, .psd.
 - g. Each ad page should be a separate file on your flash drive. If you sell 8 ad pages, then there should be 8 files on your flash drive.
6. Each contestant should turn in a manila envelope at state meeting labeled with name and title in upper right corner. In the envelope:
 - a. Contestant Ad Sales Information Form
 - b. Flash Drive with all ad pages–PRINT READY. Label flash drive with name and title.
 - c. 1 printed copy of each ad page (for proofing.)
 - d. Printed copy of each Ad Sales Agreement attached to the printed ad page.
 - e. 1 certified check or money order for all ads sold, or business checks made payable to the Miss Louisiana Organization.
7. Contestants are not allowed to use the Miss Louisiana or Miss America Logo or crown.
8. Please check your flash drive to confirm all ads saved.
9. Questions? Contact Leslie Bryan: lesliebryanads@gmail.com or 318 376-7944.

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Contestant Ad Sales Information Form

Name: _____

Title: _____

Phone: _____ Email: _____

Talent: _____ Music Title: _____

Community Service Initiative: _____

School: _____

Number of Full Pages Sold: _____

Total Number of individual Ads Sold: _____

Total Amount \$ _____

Additional Notes: _____

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I, _____ (contestant name),

agree to provide the following ad in the Miss Louisiana
2024 Program Book on behalf of

_____ (purchaser of the ad).

Please circle ad page sold:

Full Page	\$360
1/2 Page	\$180
1/4 Page	\$90
1/8 Page (Business Card)	\$45

Details of Ad Sold or Print to be added:

(Ad Seller)

(Ad Purchaser)

_____ Cash _____ Money Order _____ Cashier Check _____ Commercial Check

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Program Book Ad Sales Awards & Incentives

Top Ad Sales Winner (Ads turned in at State Meeting on April 6.)

- \$500 cash award
- 1 Golden Patron Ticket Package for the Miss Louisiana Competition (2 Tickets, 1 Program Book, 2 Patron Gala Tickets | Valued at \$400)

(Must sell a minimum of 5 pages to qualify for any incentives.)

Cash Incentive for all Contestants

- Receive \$50.00 cash award for each page sold over 5 pages

Additional Incentive (March 18)

- The contestant who has sold the most ads by March 18 at 6:00 pm will be allowed to select their placement in the contestant line-up during the lottery drawing the following day (Tuesday, March 19, Time TBA).
- Any contestant who has sold more than 5 ad pages by Monday, March 18 will also be allowed to select their placement in the lottery prior to the drawing.
- We will announce how to report the number of ads sold at a later date.

Awards and Incentives will be awarded
at Miss Louisiana State Meeting, Saturday, April 6, 2024.