

Program Ads Order Information – Orders Due May 2nd

Thank you for your interest in placing an Ad in our program for your child(ren) or business. The program will also include group photos of all dances participating in *Rapunzel* and *Best Day Ever*.

Ads in the Front Half of the book feature your student's name and a **color** photo of them in a costume from *Rapunzel* or *Best Day Ever*. Other professional photos may be used with program designer approval. Siblings may be on the same ad, but only one photo per dancer. A short message can also be included for full- and half-page ads. Quarter-page ads will include dancer name only due to space limitations.

Back Half of the book ads are in **B&W** and may be from a business or personal, and costume or personal photos may be used. Longer messages and multiple photos can be used in B&W ads, but a collage surcharge applies for 5 or more images. You may purchase ads directly or sell business ads for the Back Half of the book for a discount towards a Color ad. A total of 50% of what you sell in Back Half of the book ads will go towards the purchase of a Front Half of the book ad for you. The collage surcharge is not included in the 50% credit total.

Please contact Caroline at caroline@labelleperformingarts.com for order forms (these are also available at the front desk), questions about the program ads, selecting images, or anything else. We want to ensure you get the best ad possible.

COLOR (Front Half of the Book)

Personal Ad Prices:

Full Page: \$150

Half Page: \$100

Quarter Page: \$75

B&W (Back Half of the Book)

Personal and/or Business Ad Prices:

Full Page: \$120

Half Page: \$80

Quarter Page: \$60

Business Card: \$40

Collage 5-9 images: additional \$25

Collage 10-14 images: additional \$30

Collage of 15-19 images: additional \$35

Collage of 20+ images: Contact caroline@labelleperformingarts.com for pricing

Program Ad Tips

- We encourage everyone to use photos taken during Photo Week as these will ensure the best quality, but other photos will be accepted. Just be aware that the final print quality will depend on the resolution of the original. We will reach out if we feel the print quality will not be what you want. An image may look great on your phone, but not print at the desired quality. Avoid photos downloaded from social media or a screenshot from your phone. If you give us the name of your child's dance and the Field Gallery image number, we can get the original images from the Field Gallery. You can also email us the original downloaded image from the Field Gallery.
- If you are scanning an old photo, set the scan resolution to at least 300 dpi. We can assist with scanning, if necessary.
- Consider the length of your message relative to the size of your ad. If you purchase a half-page ad and have a very long message, either the font size or the image size will need to be reduced to accommodate all the information.
- Avoid selecting images with very light colored or white costumes (if possible). The program is printed on white paper and the photo backdrop is white, so white/light colored costumes tend to get washed out. Of course, you may select whichever costume you prefer and we will edit images with contrast issues as best we can to ameliorate the problem.
- For your reference, Full- and Quarter-page ads are in the portrait orientation, Half-page ads are Landscape orientation.
- We prefer to communicate via email, so we can keep all ad-related communication documented and so we can refer to any requests or changes. Please make sure to provide a good email address where we can contact you, if needed.
- Please make copies of the attached ad order page as needed for multiple ads.

Disclaimer: If ad details are not turned in by the due date, the ad will consist of the student's name and a photo we choose. Submitting the order form is your acknowledgment and agreement to this requirement.

Ad Form – Please Complete a Separate Form per Ad – Due May 2nd

Dancer(s) Name(s) _____

Contact Person _____ Cell Phone _____

Contact Email _____

Please Select Ad Size and Type:

COLOR Front of the Book Ad: Full Page \$150 _____ Half Page (\$100) _____ Quarter Page (\$75) _____

B&W Back of the Book Ad: Full Page \$120 _____ Half Page (\$80) _____ Quarter Page (\$60) _____ Business Card _____

Collage (5-9 Images) \$25 _____ Collage (10-14 Images) \$30 _____ Collage (15-19) Images \$35 _____

Images:

I will be emailing my images to caroline@labelleperformingarts.com by May 2nd ☐

OR

Please list the Field Gallery images you would like us to use, **including the recital dance name**.

Dance Name and Image Number: _____

Dance Name and Image Number: _____

Dance Name and Image Number: _____

Dance Name and Image Number: _____

Ad Message: Please enter your message below, you can also use the back or the page if you need additional space.
Please print clearly so that we can avoid any errors. If you are emailing your message, please indicate that below.

Disclaimer: If ad details are not turned in by the due date, the ad will consist of the student's name and a photo we choose. Submitting the order form is your acknowledgment and agreement to this requirement.

Program Ad Order Payment

Dancer(s) Name(s)_____

Contact Person_____ Cell Phone_____

Contact Email_____

Ad Description – For example: <i>Jane Doe Color Ad</i> or <i>ACME Tools B&W Business Ad</i>	Size	Price
Back of the Book B&W Ad Credit – 50% of B&W Ad sales total (excludes collage fee)		-

Cash_____ Check_____ Credit Card_____ Total_____

Card on File_____ Send Invoice_____