PROGRAM BOOK – AD PAGE SPECIFICATIONS

You have the option to purchase ad pages in the program book. These pages can be simply "Good Luck" pages, with the purpose of being a keepsake for years to come, or you can use them to recognize sponsors or special people who have helped you.

The layout and look of the page is up to you. The cost per page is $200 if print ready. If you would like us to do the layout, add $50. Ad pages should include your name, title, any special wording and photo(s) of your choice. No swimsuit pictures, please. (If you would like for us to do the layout, all we need is the photo(s) and any special wording or list of sponsors you would like to include.)

You may pay for your **ad pages** by mail (payable to: Miss Dallas Pageant) to the address listed in footer located at the end of this document below **-OR-** it can be securely handled online at: http://www.missdallaspageant.com/pay_ad.php

Ad layout specifications are attached. Please be sure to email to **info@missdallaspageant.com** or provide the computer disk/CD. Also include a printout of the ad and any original photograph(s) used in it. Include all fonts used in the ad with the computer disk/CD. Also, be sure to send a printout of your ad along with the computer disk/CD.

If you have any questions about set-up of ad email: **info@missdallaspageant.com**

Format: Mac/PC

Image Area: The final trimmed page size is 8.5 x 11 inches. Allow text to be 0.5 inches on all sides.

All ads will be "full bleed" (where the design runs off the edge of the page, such as a full-page background photo). These ads should incorporate a 1/8 inch bleed for a total file size of 8.75 x 11.25 inches.

Acceptable Programs: Photoshop (psd), **Illustrator (eps), Acrobat (pdf), or *InDesign (indd). Ads may also be submitted in tif (tiff) or jpeg (jpg) format.

Media: CD-ROM or via email. Note: Please do not use disk compression! Please include a printout of your ad so we know how it must look.

*If the ad is built using InDesign, you MUST package the file (include all fonts and linked images) before submission.

**EPS files should have all text CONVERTED TO OUTLINES.

Scans: Scan photos at 300 dpi at printing size (do not enlarge photo in page layout). Note: Please include original photo of photos used in ad.

Fonts: Please furnish (on disk) all fonts used in your ad (if they are MAC fonts). Otherwise, convert all text to outlines before submission.

Color: All ads will be printed in black and white, regardless of how they are submitted. Designing your ad in black and white will ensure that it is printed as you intend.

Special Note: Please do not use MISS DALLAS PAGEANT, MISS TEXAS USA or MISS USA trademarks or logos.