

## Program Ads Order Information – Orders Due May 1<sup>st</sup>

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 *The Wonderful Wizard of Oz* and *No Place Like Home*.

Ads in the Front Half of the book feature your student's name and a **color** photo of them in a costume from *The Wonderful Wizard of Oz* and *No Place Like Home*. Other professional photos may be used with program designer approval. Siblings may be on the same ad. A short message can also be included.

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.

New for 2025 we are offering a Full-Page Color ad for the Back Half of the book. This option is great for senior collages or other dancer milestones where you want to use personal or old dance photos. Please note that this color ad does not earn the 50% discount, but if you also purchase a B&W Back Half of the book ad you can apply the discount credit towards to this ad.

Please contact Caroline at [caroline@labelleperformingarts.com](mailto: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 (4 image maximum)

Half Page: \$100 (2 image maximum)

Quarter Page: \$75 (1 image only)

### **COLOR (Back Half of the Book)**

#### **Personal and/or Business Ad Prices:**

Full Page: \$150

Collage fee applies for 5 or more images

### **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@labelleperformngarts.com](mailto:caroline@labelleperformngarts.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.
- 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 1<sup>st</sup>**

Dancer(s) Name(s) \_\_\_\_\_

Contact Person \_\_\_\_\_ Cell Phone \_\_\_\_\_

Contact Email \_\_\_\_\_

Please Select Ad Size and Type:

**COLOR** Front of the Book Ad:

Full Page (4 image max) \$150 \_\_\_\_\_ Half Page (2 image max) \$100 \_\_\_\_\_ Quarter Page (1 image) (\$75) \_\_\_\_\_

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

**COLOR** Back of the Book Ad: Full Page \$150 \_\_\_\_\_ (No credit towards Front of the Book ad)

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

Please list the Field Gallery image number 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: \_\_\_\_\_

I will be emailing my images to caroline@labelleperformingarts.com by May 1<sup>st</sup>

**Total Number of Images in Ad:** \_\_\_\_\_

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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# 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&amp;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 \_\_\_\_\_