



Support the
MISS RODEO NEW MEXICO PAGEANT
 by advertising in the
**MISS RODEO NEW MEXICO PAGEANT
 SOUVENIR PROGRAM**

Promote Your Business · Support a Pageant Contestant

Programs are sold during the Miss Rodeo New Mexico pageant. Each contains contestant information and photos, reigning royalty photos and information, Judges and Pageant Committee information, advertisements, and much more.

The funds raised through advertising are used to cover the cost of the programs and other pageant expenses. Please remember we are a non-profit organization, run by volunteers.

All ads are considered a donation and are 100% tax deductible! An award will be presented to the contestant who raises the most funds from advertising.

Complete instructions and information for getting your business or organization into the Miss Rodeo New Mexico Pageant Program are attached.

Thank you for your consideration,

The Miss Rodeo New Mexico Pageant Committee and Contestants

TO SUPPORT A CONTESTANT:

PLEASE COMPLETE THIS SHEET & SUBMIT WITH YOUR AD CONTENT

Please submit Content as early as possible so we may reserve your ad space.

The final deadline for ad submission is Saturday, August 15, 2020.

Contestant's Name: _____

Name of advertiser as you wish it to appear in the directory:

Your Name: _____

Your Phone Number: _____

E-Mail Address: _____ Website: _____

PLEASE INDICATE WHAT **SIZE** AD YOU ARE PURCHASING:

- 1/8 Page: 4" w x 2.5" h size, \$ 50.00
- 1/4 Page: 4" w x 5" h size, \$100.00
- 1/2 Page: 8.5" w x 5.5" h size, \$200.00
- Full Page: 8.5" w x 11" h size, \$350.00

METHOD OF PAYMENT:

- CHECK** (Payable to: New Mexico Rodeo Pageant and Scholarship Association(NMRPSA)) or
- CASH**

PLEASE COME TO THE MISS RODEO NEW MEXICO PAGEANT
 October 11, in Ruidoso, NM.
 Visit MissRodeoNMPageant.org for more information!

We will be happy to design the ad for you if you will send us:

- ▶ **A quality print of your logo, or a hi-resolution jpeg (300 dpi)**
A business card may be accepted, however scanning your card often captures the texture of the paper and can result in a fuzzy image. If possible, please submit your logo to us in an electronic file or the email listed. Also, for anything you send us, **please do not use paper clips or staples** as they may damage the art. Please place printed items in an envelope, which can then be attached to this sheet.
- ▶ **Any images you want in your ad, such as photographs, either printed or hi-res jpg files**
- ▶ **The text content of your ad**
Feel free to draw out your design on a sheet of paper, and we will follow it to the best of our ability. Word documents will be accepted for text purposes.
- ▶ **You may send us a completed ad by e-mail or USB drive. Be sure to review the specifications outlined on the next page.**
- ▶ **Indicate if you are giving your advertising material and payment to**
 - contestant on USB thumb drive or paper
 - mailed to: Melanie Beum
312 Burro Trail
Clovis, NM 88101
 - Payment mailed or given to contestant and material
E-mailed to: mrbeum@gmail.com

REQUIREMENTS FOR PREPARED SUBMISSIONS:

Resolution: 300 dpi

Software programs: Adobe Illustrator; Adobe PhotoShop; PDF's in Adobe Acrobat 4.0 or higher.

DO NOT SUBMIT ADS IN MICROSOFT WORD. WORD DOCUMENTS ARE INCOMPATIBLE WITH THE SOFTWARE USED FOR PROFESSIONAL PRINTING. WE WILL HAVE TO REBUILD THE AD.

If you build an ad in Publisher, follow the ad sizes using 300 dpi photos and export out as a high quality pdf.

Publisher users who submit native Publisher files will have their ads rebuilt in Illustrator if the size is not correct.

The software used for publication is incompatible with Microsoft products.

Fonts: Please include all fonts used. Typefaces not attached will be matched with something similar. If you submit an Illustrator file, all type should be converted to outlines. Mac users use TrueType or OpenType fonts or convert your text to outlines, we are PC-based and Mac fonts WILL NOT WORK!

PDF Files: When generating PDF files, please check that your image files are of a high resolution (300 dpi) and that they are saved as GRAYSCALE, and that **ALL OF YOUR FONTS ARE EMBEDDED** or changed to outlines.

Photos & Images: All electronic image files must be submitted as either Jpeg (.jpg), Tiff (.tif), EPS (.eps) or PhotoShop (.psd) files. All images will be converted to grayscale and have a resolution of no lower than 300 dpi. **WEB GRAPHICS CANNOT BE USED IN PRINT MEDIA.** Adobe Illustrator and Photoshop files may be submitted in native format, but please include your fonts or convert them to outlines. PDF files with fonts embedded are preferred.

Ad sizes: Ads **must** conform to the sizes listed on the sample ad page. **If they do not, we will adjust the ads to fit the space purchased and this can result in a distortion of the artwork.**

Ads may hold a variety of information such as:

Business name, address, phone number, web address, email, company logo, business photo, contestant photo (personal snapshot), or say "Congratulations! Good Luck! Best Wishes!"

It's up to you!

Feel free to use the back of the order form to draw out your design, and remember photos will not be returned unless you include a self-addressed stamped envelope.

NMRPSA accepts no responsibility for the accuracy of any ad, nor does it endorse the contents of an ad in this publication. All rights are reserved. No part of this publication may be reproduced in whole or part without the permission of the NMRPSA.

Full Page: 8.5" w x 11" h

\$350

Live area 8" x 10.5"

Build to 9" x 11.5" for full bleed

Half Page: 8" w x 5" h

\$200

Live area 8" x 5"

Build to 9" x 5" for side bleed



1/4 Page: 4" w x 5" h

\$100

1/8 Page: 4" w x 2.5" h

\$50