

# Miss Rodeo Texas

## Souvenir Program Book Ad Requirements

**DEADLINE APRIL 15 – NO AD GRAPHICS WILL BE ACCEPTED AFTER THE DEADLINE. PAYMENTS MUST BE MADE ONLINE OR POSTMARKED NO LATER THAN THE DEADLINE. FAILURE TO FOLLOW THESE RULES WILL RESULT IN THE AD NOT COUNTING TOWARD MINIMUM AD REQUIREMENTS AND NOT BEING INCLUDED IN THE PROGRAM BOOK.**

### PROGRAM AD DESCRIPTIONS, SIZES, AND PRICES

Program Ad Description	Size (width x length)	Price <b>COLOR</b>	Price <b>BLACK &amp; WHITE</b>
Inside Front Cover – Miss or Teen	8.5" x 11" <i>*see note below</i>	\$850	N/A
Full Page	7.75" x 10.25"	\$500	\$350
Half Page – Horizontal	7.75" x 5"	\$375	\$250
Half Page – Vertical	3.75" x 10.25"	\$375	\$250
Quarter Page	3.75" x 5"	\$225	\$150
Business Card	3.75" x 2.5"	\$75	\$50

*Note: \* inside covers will also need a safety margin of 0.375" and a bleed of 0.25"; see program ad size form for illustration*

### SUBMISSION GUIDELINES – **MUST be followed by contestants, businesses, and/or individuals submitting ads.**

**FILE NAMING** - Name files using the following method – Division Contestant Last Name Ad Size Ad Name

*Division Naming:* Miss, Teen, or Princess

*Ad Size Naming:* See table to the right

*Ad Naming:* Company or name of person submitting ad (must match what is entered on the submission form online)

*Example:* Miss Bendele HH Capital Farm Credit

**FILE TYPE** - PDF, jpeg, tiff, or eps

**RESOLUTION** - Minimum of 300dpi (lower resolution files will not print clearly; Miss Rodeo Texas, Inc. is not responsible for print quality of low-resolution submissions)

**SIZE** – Files must be formatted using the sizes on the following pages or they will not layout properly in the program book (Miss Rodeo Texas, Inc. will use what is submitted; ads will not be resized)

**PROGRAM AD SUBMISSION FORM** – Each program ad submitted MUST have a corresponding Program Ad Submission Form which MUST be completed online at [www.missrodeotexas.com/programads](http://www.missrodeotexas.com/programads).

**GRAPHIC SUBMISSION** – Submit graphic files online at [www.missrodeotexas.com/programads](http://www.missrodeotexas.com/programads) when submitting the Program Ad Submission Form **OR** email to [programads@missrodeotexas.com](mailto:programads@missrodeotexas.com).

SIZE NAMING	CODE
Inside Front Cover – Miss	IFCM
Inside Front Cover – Teen	IFCT
Full Page – Color	Color
Full Page – Black & White	Full
Half Page – Horizontal	HH
Half Page – Vertical	HV
Quarter Page	Qtr
Business Card	BC
<b>For color on HH, HV, Qtr, or BC, add a "C" behind the code above</b>	<b>Example: HHC</b>

## **PAYMENT OPTIONS**

**PAY ELECTRONICALLY** – [www.missrodeotexas.corecommerce.com](http://www.missrodeotexas.corecommerce.com) (online payments will include a 3% convenience fee)  
*(the notes section on the payment screen must include the name of person purchasing the ad as submitted on the online ad form and the name of the contestant receiving credit for the ad)*

**PAY BY CHECK - PAYABLE TO: Miss Rodeo Texas** *(memo line must include the name of person purchasing the ad as submitted on the online ad form and the name of the contestant receiving credit for the ad)*

*Mail to:*

Miss Rodeo Texas

**Program Ads**

8452 Fredericksburg Rd #302

San Antonio, TX 78229

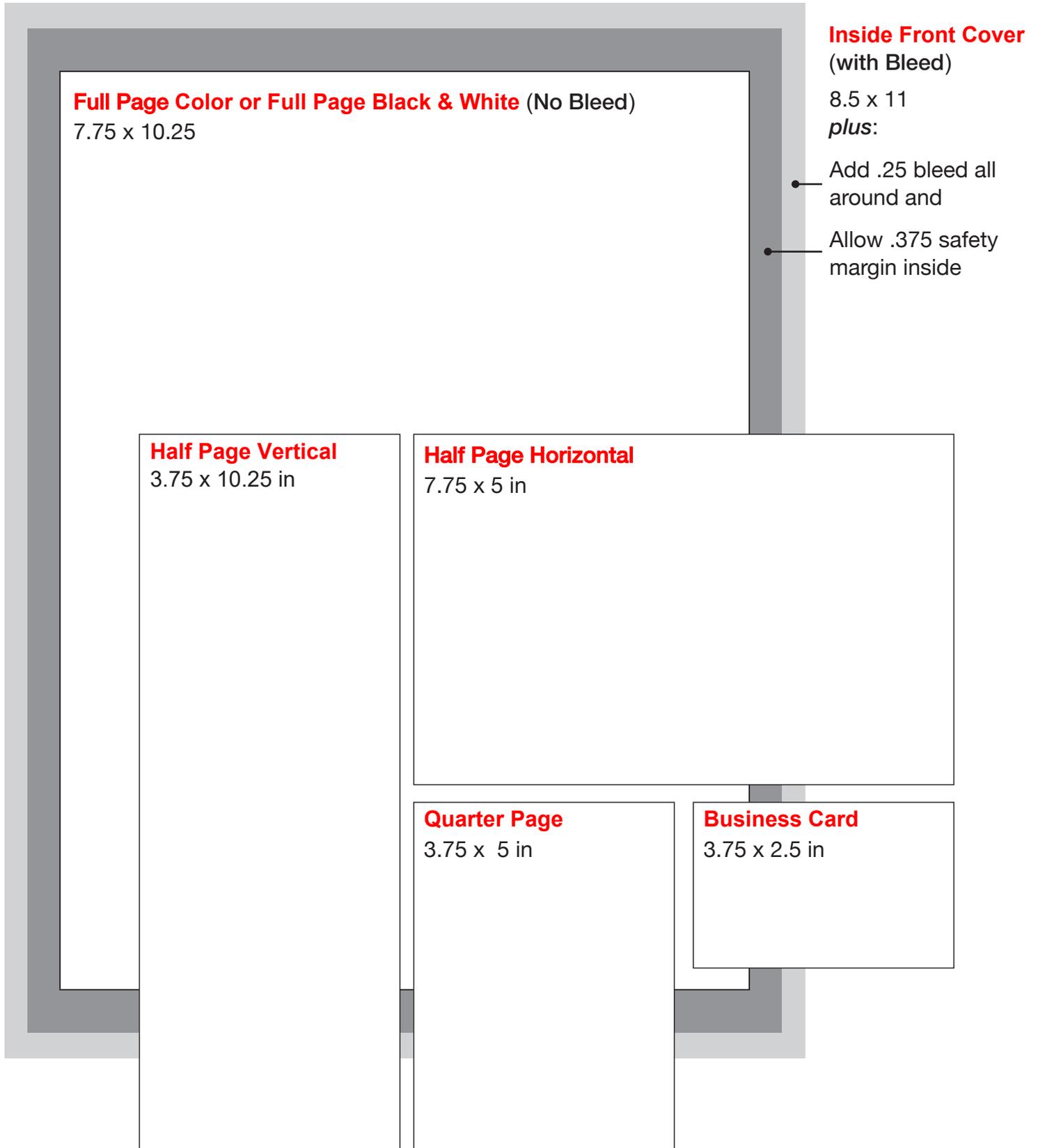
**QUESTIONS** – Contact Brandy Bendele at [programads@missrodeotexas.com](mailto:programads@missrodeotexas.com) or call/text 830-832-6263.

# Miss Rodeo Ad Sizes

For best results please supply 300 dpi, high resolution ad files

Acceptable file formats are: PDF, jpeg, tiff, eps

Please convert texts to paths and/or embed all images and fonts



# Miss Rodeo Texas Pageant Program Ad Submission Form

This is for reference **ONLY**. The form **MUST** be completed online at

[www.missrodeotexas.com/programads](http://www.missrodeotexas.com/programads)

## Information for Person/Company/Organization Submitting Ad

Name: \_\_\_\_\_

Company/Organization (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

## Information for Contestant Receiving Credit

Contestant Name: \_\_\_\_\_

Contestant Division:  Miss  Teen  Princess

## Ad Description and Sizes (see illustration at end of document)

Program Ad Descriptions, Sizes, and Prices – **Circle Color & Size Selection in 3<sup>rd</sup> or 4<sup>th</sup> Column Below**

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