



**ADVERTISE IN
THE 2012 MISS RODEO NEW MEXICO
PAGEANT PROGRAM**

Promote Your Business

Support the Miss Rodeo New Mexico Pageant

Support a Pageant Contestant

Souvenir Pageant Program Advertising

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! A "Top-Hand" 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

ADVERTISER/SPONSOR INFORMATION SHEET
PLEASE COMPLETE THIS SHEET & SUBMIT WITH YOUR AD CONTENT
for the 2012 Miss Rodeo New Mexico Pageant Program

PLEASE SUBMIT YOUR AD AS EARLY AS POSSIBLE
to assist us in getting the program printed in a timely manner.
The final deadline for ad submission is Friday, April 27, 2012.

Contestant Name: _____

Business Name: _____

Primary Contact: _____

Primary Contact's Phone Number: _____

E-Mail Address: _____ Website: _____

What size ad do you want to purchase?

- | | | | |
|--------------------------|------------|-------------------------|----------|
| <input type="checkbox"/> | Mini: | 3 5/8"w x 1 1/4"h size, | \$ 20.00 |
| <input type="checkbox"/> | 1/8 Page: | 3 5/8"w x 2 3/8"h size, | \$ 30.00 |
| <input type="checkbox"/> | 1/4 Page: | 3 5/8"w x 4 7/8"h size, | \$ 50.00 |
| <input type="checkbox"/> | 1/2 Page: | 7 3/8"w x 4 7/8"h size, | \$100.00 |
| <input type="checkbox"/> | Full Page: | 7 3/8"w x 9 7/8"h size, | \$200.00 |

How have you paid for the ad?

- Check # _____ (Payable to: MRNM Pageant) Cash

How will you provide your ad information and logo, or completed ad?

- provided on CD-Rom or Paper (Quality Printout)
- delivered to Spurred 2 Action Agency

2600 Mabry Drive
Clovis, NM 88101

- or E-mailed to: judy_s2a@yahoo.com
 karen_s2a@yahoo.com

Be sure to review the specifications outlined on the next page.

DON'T FORGET TO ATTEND THE MISS RODEO NEW MEXICO PAGEANT
scheduled for June 6-8, 2012 in Clovis.
Details may be obtained at www.missrodeonm.org.

Spurred 2 Action Agency
2600 Mabry Drive
Clovis, NM 88101
575-799-5330
Fax: 575- 763-3913
judy_s2a@yahoo.com or karen_s2a@yahoo.com

We will be composing the 2012 Miss Rodeo New Mexico Pageant Program using Adobe InDesign CS5. We will be happy to design the ad for you. All ads will be Black & White. Please send us:

- A quality print of your logo, or a hi-res jpeg (300 dpi)
If you give us a business card to duplicate in the ad, we will scan the card and format it for printing to the best of our ability. This process often captures the texture of the card paper and can result in a fuzzy ad. If possible, please ask the card printer to submit the card to us in an electronic file (specifications below, and e-mail address above). Also, for anything you send us, please do not use paper clips or staples as they may damage the art. Please place all items in an envelope, which can then be attached to the Advertiser/Sponsor Information 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.
- You may send us a completed ad by e-mail, or CD. Specifications:

Resolution: 300 dpi/Grayscale.

Software programs: Adobe Illustrator; Adobe PhotoShop; Adobe PageMaker 6.0 or higher; Adobe InDesign; PDF's in Adobe Acrobat 4.0 or higher.

DO NOT SUBMIT ads in Microsoft Word. WE WILL HAVE TO REBUILD THE AD. Word documents do not carry a high enough resolution, so images may blur, and we will not be responsible for the quality of the print.

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 convert your fonts to outlines as 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 files must be submitted as EPS files with the type converted to outlines or the fonts included with the file.

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 can hold a variety of information such as: Business name, address, phone number, web page address, email, company logo, business photo, contestant photo (alternate pose), or say "Congratulations! Good Luck! Best Wishes!" It's up to you.

Please use the back of the order form to draw out layout, and remember photos will not be returned without a self-addressed stamped envelope.

MRNMP 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 Miss Rodeo New Mexico Pageant Board of Directors.

Full Page: 7 ³/₈" w x 9 ⁷/₈" h
(7.375" x 9.875")

\$200



Half Page: 7 ³/₈" w x 4 ⁷/₈" h

(7.375" x 4.875")

\$100

Mini ad: 3 ⁵/₈" w x 1 ¹/₄" h

(3.675" x 1.25")

\$20

1/8 Page: 3 ⁵/₈" w x 2 ³/₈" h

(3.675" x 2.375")

\$30

1/4 Page: 3 ⁵/₈" w x 4 ⁷/₈" h

(3.675" x 4.875")

\$50