



**ADVERTISE IN
THE 2016 MISS RODEO NEW MEXICO
SOUVENIR PAGEANT PROGRAM**

Promote Your Business

Support the Miss Rodeo New Mexico Pageant

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!

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

DON'T FORGET TO ATTEND THE MISS RODEO NEW MEXICO PAGEANT
scheduled for June 1 - 3, 2016 in Clovis.
Details may be obtained at www.missrodeonm.org.

ADVERTISER INFORMATION SHEET
PLEASE COMPLETE THIS SHEET & SUBMIT WITH YOUR AD CONTENT
for the 2016 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 Wednesday, April 20, 2016.

Name of Business: _____

Contact name: _____

Contact's Phone Number: _____

E-Mail Address: _____ Website: _____

Select size of ad you are purchasing:

✝	1/8 Page:	3 5/8"w x 2 3/8"h size,	\$ 50.00
✝	1/4 Page:	3 5/8"w x 4 7/8"h size,	\$100.00
✝	1/2 Page:	7 3/8"w x 4 7/8"h size,	\$200.00
✝	Full Page:	7 3/8"w x 9 7/8"h size,	\$350.00

Check mode of payment:

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

Ad information (logos, text, photographs):

- ✝ provided to contestant on ✝ CD, USB drive and/or
 ✝ Paper (Laser or high-quality inkjet printout)
- ✝ mailed to: K bar L Design information on ✝ CD, USB drive and/or
 312 Burro Trail ✝ Paper (Laser or high-quality inkjet printout)
 Clovis, NM 88101
- ✝ E-mailed to: judy_s2a@yahoo.com or j.hurlebusch@gmail.com

We will be happy to design the ad for you.

We will be composing the 2016 Miss Rodeo New Mexico Pageant Program using Adobe InDesign CC.

Please send us:

- ✧ A quality print of your logo, or a hi-resolution 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's 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. Word documents will be accepted for text purposes.
- ✧ You may send us a completed ad by e-mail, CD or USB drive. *Be sure to review the specifications outlined on the next page.*

K bar L Design
Attn: Judy Hurlebusch
312 Burro Trail
Clovis, NM 88101
575-799-5330
judy_s2a@yahoo.com or j.hurlebusch@gmail.com

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. 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 Open-Type fonts or convert your text 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 (personal snapshot), 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.

**Full Page: 7.5" w x 10" h
\$350**

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**Half Page: 7.5" w x 4 ⁷/₈" h
(7.5" x 4.875")
\$200**

**1/4 Page: 3 ⁵/₈" w x 4 ⁷/₈" h
(3.675" x 4.875")
\$100**

**1/8 Page: 3 ⁵/₈" w x 2 ³/₈" h
(3.675" x 2.375")
\$50**