2016 IFR Miss Rodeo Pagent Souvenir Program

- ADVERTISING RATES -

DISTRIBUTION DATES & LOCATION

Programs will be sold at the MRUSA pageant & IFR 45 held January 9-15, 2017 in Oklahoma City, OK. These programs will continue to circulate throughout the year being sent to sponsors and rodeo fans nationwide.

REQUIREMENTS

- Ads must be produced to specific size as defined below to guarantee placement in the program (i.e. full page, half page, quarter page)
- Minimum resolution of 300 dpi
- Color ads must be CMYK (no RGB, Lab or Index colors)
- All fonts should be outlined or included
- Ads must be submitted as Adobe PDF, HI-RES JPG, Photoshop PSD or EPS artwork

STEPS FOR AD SUBMISSION

- Fill out insertion order and submit to sales rep along with payment
- Follow spec sheet requirements to create advertisement or contact MRUSA Director of PR/Marketing, Jamie Harrison for ad design information
- Send final ad design in proper format with art to Jamie Harrison at missrodeousainfo@gmail.com no later than Dec. 1, 2016.

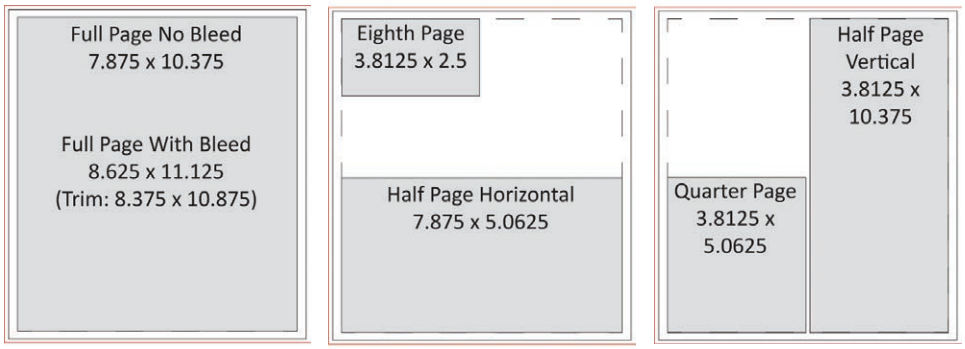
AD RATES

– *All ads will be sold as 4-color*

Full page.....$550
Half page.....$350
Quarter page $200
Eighth Page.....$100

***Please submit ad designs to Jamie Harrison at missrodeousainfo@gmail.com
If you have any design or formatting questions, please call Jamie at (405)-892-2826.

DIMENSIONS	Ad Size
Page Size	Full Page No Bleed ..7.875 x 10.375
Trim Size.....8.375 x 10.875	Full Page with Bleed 8.625 x 11.125
Bleed (0.125) .....8.625 x 11.125	Half Page Vertical ..3.8125 x 10.375
Live Area.....7.875 x 10.375	Half Page Horizontal7.875 x 5.0625
	Quarter Page .....3.8125 x 5.0625
	Eighth Page..... 3.8125 x 2.5



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Ad Sales Submission Form

Contestant Name: _____

Contestant Phone: _____

Contestant Email:_____

Company Name or Description of Ad:_____

Size of Ad:_____

Payment mailed with Submission Form: Yes No

If not, please explain when payment is expected:_____

Are you submitting a finalized ad?: Yes No, I need help designing

Ad design is available for $50 per ad with 2 proofs provided

All material must be provided to designer (ie: logos, high resolution photos, etc)

Please make checks payable to "MISS RODEO USA".

(Cashier's check or money order is preferred if possible)

Deadline for all completed ads: DECEMBER 1, 2016

Send ad information to:

Jamie Harrison, MRUSA Director of PR/Marketing

2156 CR 1610, Marlow, OK 73055

Phone: 405-892-2826, Email: missrodeousainfo@gmail.com

(When emailing, please use subject: MRUSA program ad)