



**2021 International Finals Rodeo
Miss Rodeo USA Pageant
Souvenir Program**



- ADVERTISING RATES -

DISTRIBUTION DATES & LOCATION:

Programs will be sold at the MRUSA pageant and the International Finals Rodeo held January 12-17, 2021 in Edmond/Guthrie, OK. These programs will continue to circulate throughout the year being sent to sponsors and rodeo fans nationwide.

REQUIREMENTS:

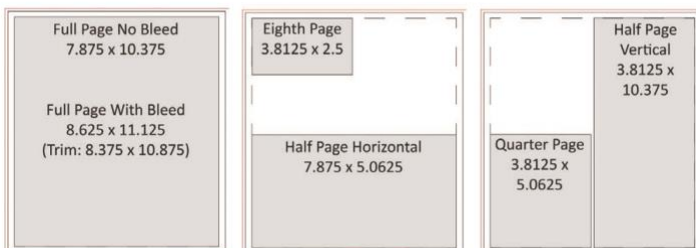
- Ads must be produced to specific size as defined below to guarantee placement in the program (ie: full page, half page, quarter page, eighth page)
- Minimum resolution of 300 DPI
- Color ads must be CMYK (no RGB, Lab or Index Colors)
- All fonts should be outlined or included
- Ads must be submitted as Adobe PDF, Hi-Res JPEG, Photoshop PSD or EPS artwork

STEPS FOR AD SUBMISSION:

- Fill out "Ad Sales Form" (page 2) for each ad sold
- Payment (To be collected at time of ad reservation)
 - Credit Card (PayPal): Ad purchaser may send payment through PayPal by using email address: missrodeousainfo@gmail.com
 - Note to contestant: Instructions on how to pay with PayPal can be downloaded at www.missrodeousa.com/application
 - Check: Payment via check must be mailed to:
 - **MRUSA Association, Attn: Jamie Harrison, 2156 CR 1610, Marlow, OK 73055**
 - Subject: Please include contestant's name in memo line
- Ad Copy
 - Send final ad (following requirements above) to missrodeousainfo@gmail.com
 - If ad purchaser requires design assistance, please indicate on "Ad Sales Form"
- **FINAL DEADLINE TO SUBMIT COMPLETED ADS: December 10, 2020**

AD RATES	
<i>All ads sold as 4-color</i>	
Full Page	\$750
Half Page	\$400
Quarter Page	\$250
Eighth Page	\$100

AD DIMENSIONS	
Full Page (no bleed – white space around ad)	7.875 x 10.375
Full Page (with bleed – print to edge of page)	8.625 x 11.125
Half Page (Vertical)	3.8125 x 10.375
Half Page (Horizontal)	7.875 x 5.0625
Quarter Page	3.8125 x 5.0625
Eighth Page	3.8125 x 2.5



**Please contact Jamie Harrison with
any questions at 405.892.2826 or
missrodeousainfo@gmail.com**



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- AD SALES FORM -

Contestant Name: _____

Contestant Phone: _____

Contestant Email: _____

Company Name or Description of Ad: _____

Size of Ad: _____

Payment provided via: PAYPAL (CREDIT CARD) ENCLOSED CHECK

Note: Please make checks payable to "MISS RODEO USA".
PayPal funds can be sent to missrodeousainfo@gmail.com.

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)
Ad design is available until December 1, 2020
Email Jamie Harrison at missrodeousainfo@gmail.com

To Submit:

Please mail all checks to:

MRUSA Assoc., Attn: Jamie Harrison, 2156 CR 1610, Marlow, OK 73055
Email all final ad copies to: missrodeousainfo@gmail.com
For questions, contact Jamie at 405.892.2826

< < < FINAL deadline for all completed ads: December 10, 2020 > > >