



**2022 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:

Ad Copy

- Fill out “Ad Sales Form” (page 2) for each ad sold
- If ad purchaser requires design assistance, please indicate on “Ad Sales Form”
- Send final ad (following requirements above) to missrodeousainfo@gmail.com

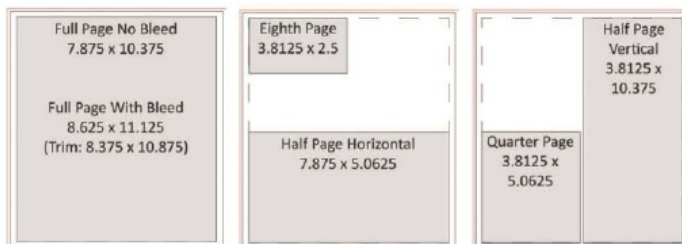
Payment (*To be collected at time of ad reservation*)

- 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 Angie Harrison at 11000 SE 89th Street, Oklahoma City, Oklahoma 73150, payable to Miss Rodeo USA and add contestant name on memo line

FINAL DEADLINE TO SUBMIT COMPLETED ADS: December 10, 2021

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



Please contact JoAnne Whisenhunt with any questions at 479.957.7800 or at joanne@insighttem.com missrodeousainfo@gmail.com



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- AD SALES FORMS -

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, 2021

Email JoAnne Whisenhunt at joanne@InsightTEM.com

To Submit:

Please mail all checks to:

MRUSA Assoc., Attn: Angie Harrison at 11000 SE 89th Street, Oklahoma City, Oklahoma 73150

Email all final ad copies to: missrodeousainfo@gmail.com

For questions, contact JoAnne Whisenhunt at 479.957.7800

<<< FINAL deadline for all completed ads: December 10, 2021 >>>