



**2023 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 9-15, 2023 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 joanne@InsightTEM.com

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

- Check: Payment via check made payable to Miss Rodeo USA and add contestant name on memo line

Mail all checks to:

MRUSA Association
Attn:Angela Harrison
11000 SE 89th St.
Oklahoma City, OK 73150

FINAL DEADLINE TO SUBMIT COMPLETED ADS: December 10, 2022

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:
Call or Text: 479.957.7800
Email: joanne@insighttem.com**



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- AD SALES FORMS -

Contestant Name: _____

Contestant Phone: _____

Contestant Email: _____

Company Name or Description of Ad: _____

Size of Ad: _____

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, 2022

Email JoAnne Whisenhunt at joanne@InsightTEM.com

To Submit:

Payment: Send check made payable to MRUSA to:
MRUSA Association
Attn:Angela Harrison
11000 SE 89th St.
Oklahoma City, OK 73150

Ad Copy: Email all final ad copies to joanne@insightTEM.com

*Please contact JoAnne Whisenhunt with any questions:
Call or Text: 479.957.7800 Email: joanne@insighttem.com*

< < FINAL deadline for all completed ads: December 10, 2022 > >