



**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

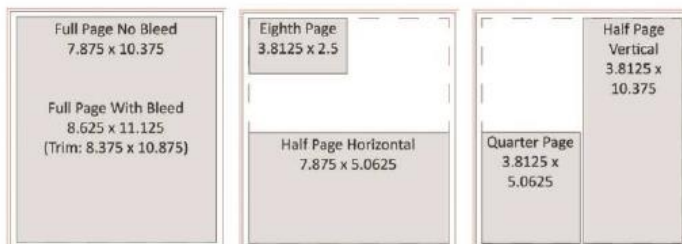
Payment (*To be collected at time of ad reservation*)

- 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??**, 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**

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 >>>