

**PROGRAM BOOK**

Guidelines for Ad Pages

**ALL AD PAGES TO BE TURNED IN ON OR BEFORE FRIDAY, APRIL 13, 2018**

Payment either by check (due at Orientation) or paid online

**FILE FORMAT**

We will accept EPS, PSD and INDD files that have been packaged to ensure all images are included and all fonts are either embedded or outlines. Our preferred file format is print ready PDF. **Microsoft Word or Publisher files are NOT ACCEPTED as print ready ads.**

**COLOR**

Ads must be submitted in both color and black and white. If you have trouble converting your ad to black and white, please contact [info@missminnesota.org](mailto:info@missminnesota.org)

**SUBMISSION**

You may submit your ad(s) by uploading on the paperwork link on website. All ads must be under contestant’s first and last name and local title.

**NOTE*: If your ad comes with spelling errors or other corrections, we will notify you. However, if we do not receive your corrected copy by the time the program book is sent to production, your ad will NOT be printed and you will be issued a refund AFTER the state pageant is held.***

**DUE DATE**

**Ads are due no later than Friday, April 13, 2018**. You may upload your ad pages to the website. Payment can be made by credit card on the website, or by bringing a check/funds to Orientation. No ads will be printed without full payment

**SIZING & PRICING**

Pricing and ad dimensions are below:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **AD SIZE** | **COST** | **BLEED** | **TRIM** | **SAFE** |
| Full Page | $250 | NA | NA | 7.5” x 10” |
| Half Page Standard | $125 | NA | NA | 7.5” x 5” |

**NO QUARTER PAGE ADS WILL BE ACCEPTED – NO HALF PAGE VERTICAL**

**ADS WILL BE ACCEPTED!**

Ad pages can be designed at your discretion. Contestants or sponsors who need assistance can get their ad designed through Miss Minnesota for $50 by emailing [info@missminnesota.org](mailto:info@missminnesota.org)

All contestants are encouraged to sell at least two ads. Payment for ads in the form of a check should be made payable to Minnesota Educational Scholarship Fund, Inc. (MESFI) for the total amount due for ads purchased (no refunds given). If you have payment questions, please contact Gina Cavanagh at [ginacavanagh@missminnesota.org](mailto:ginacavanagh@missminnesota.org). A payment “Square” will be available for credit card payments at Contestant Orientation, OR our preferred method would be to pay online – payment form is next to the ad page guidelines on the paperwork tab.

**ADVERTISING CONTACT**

If you have any questions about your ad or these specs, please email us at [info@missminnesota.org](mailto:info@missminnesota.org)

**EARN A SCHOLARSHIP!**

**CHOOSE YOUR CONTESTANT LINE UP NUMBER!!**

**MISS & TEEN CONTESTANTS**

**The TOP Miss & Teen who sell the most ads will receive the following:**

**MISS**: $300 Producers Scholarship **TEEN**: $200 Producers Scholarship

**Top two Ad sales for** **both Miss and Teen** will have first pick for their contestant line up number at contestant orientation!

**Full page Ad**

**NO Bleeds**

**7.5” x 10”**

**(Width & Height)**

**Half Page Ad**

**NO Bleeds**

**7.5” x 5”**

**(Width & Height)**