



Support the
MISS RODEO NEW MEXICO PAGEANT
 by advertising in the
MISS RODEO NEW MEXICO PAGEANT
SOUVENIR PROGRAM

Promote Your Business - Support a Pageant Contestant

Programs are sold during the Miss Rodeo New Mexico pageant. Each contains contestant information and photos, reigning royalty photos and information, Judges and Pageant Committee information, advertisements, and much more.

The funds raised through advertising are used to cover the cost of the programs and other pageant expenses. Please remember we are a non-profit organization, run by volunteers.

All ads are considered a donation and are 100% tax deductible! An award will be presented to the contestant who raises the most funds from advertising.

Complete instructions and information for getting your business or organization into the Miss Rodeo New Mexico Pageant Program are attached.

Thank you for your consideration,

The Miss Rodeo New Mexico Pageant Committee and Contestants

TO SUPPORT A CONTESTANT:

PLEASE COMPLETE THIS SHEET & SUBMIT WITH YOUR AD CONTENT

Please submit as early as possible so we may reserve your ad space.

The final deadline for ad submission is July 21, 2023.

Contestant you are sponsoring: _____

Your name or business as you wish it to appear in the directory:

You are: _____

Your Phone Number: _____

E-Mail Address: _____ Website if you have one: _____

WHAT SIZE AD YOU ARE BUYING?

- 1/8 Page: business card to 4¼" w x 2½" h, \$ 50.00
- 1/4 Page: 4" w x 5" h to 4¼" x 5½" \$100.00
- 1/2 Page: up to 8½" w x 5½" h, \$200.00
- Full Page: up to 8½" w x 11" h, \$350.00

METHOD OF PAYMENT:

- CHECK** (Payable to: New Mexico Rodeo Pageant and Scholarship Association(NMRPSA)) or
- CASH**

PLEASE COME TO THE MISS RODEO NEW MEXICO PAGEANT
 September 29-October 1, in Ruidoso Downs, NM.
 Visit MissRodeoNewMexicoPageant.org for more information!

We will design the ad for you. Please send us:

▶ **A quality print of your logo, or a hi-resolution jpeg (300 dpi)**

A business card is acceptable, but scanning your card captures the texture of the paper and can result in a fuzzy image. **. Please do not use paper clips or staples** as they may damage the art. Please place printed items in an envelope, which can then be attached to this sheet. If possible, send us your logo as an electronic file to the e-mail listed

▶ **Any images you want in your ad, such as photographs, either printed or hi-res jpg files**

▶ **The wording you want included.**

Feel free to draw out your design on a sheet of paper, and we will follow it to the best of our ability. Word documents will be accepted for text purposes.

▶ **Check how you are sending your advertising material and payment:**

Payment given to contestant with ad material

Payment and ad material mailed to: Joan Howland
Miss Rodeo New Mexico Pageant
2317 Putnam
Clovis, NM 88101

Ad material E-mailed to: joanhowlandmrnm@gmail.com

Payment mailed or given to contestant.

IF YOU BUILD YOUR OWN AD:

You may send us a completed ad by e-mail or mailed on a USB drive. *Be sure to review the specifications outlined on the next page.*

Use High-Res Images: 300 dpi at the size you want printed.

Preferred apps: Adobe Illustrator; Adobe PhotoShop; PDF's in Adobe Acrobat 4.0 or higher.

DO NOT SUBMIT ADS IN MICROSOFT WORD. ADS BUILT IN WORD WILL BE REBUILT.

If you build an ad in Publisher, follow the ad sizes using 300 dpi photos and export out as a hi-res pdf.

Publisher users who submit native Publisher files will have their ads rebuilt in Illustrator if the size is not correct.

The software used for publication is not compatible with Microsoft products.

Fonts: Please embed all fonts or include a font file. Typefaces not included will be matched with something similar. If you submit an Adobe files, package the file, use Adobe fonts, or convert to outlines.

PDF Files: When generating PDF files, please check that your image files are of a high resolution (300 ppi) and that **ALL OF YOUR FONTS ARE EMBEDDED** or changed to outlines.

Photos & Images: All electronic image files must be submitted as either Jpeg, GIF, PNG or PhotoShop (.psd) files. All images must have a high resolution. **PICTURES COPIED AND PASTED FROM THE INTERNET WILL PRINT FUZZY.** Adobe Illustrator and Photoshop files may be submitted in native format, but please include your fonts. PDF files with fonts embedded are preferred.

Ad sizes: Ads *must* conform to the sizes listed on the sample ad page. ***If they do not, we will adjust the ads to fit the space purchased and this can result in alterations of the artwork.***

Ads may hold a variety of information such as:
Business name, address, phone number, web
address, e-mail, company logo, business photo,
contestant photo (personal snapshot), or say
"Congratulations! Good Luck! Best Wishes!"
It's up to you!

**Feel free to use the back of the order form to
draw out your design, but remember photos
will not be returned unless you include a self-
addressed stamped envelope.**

NMRPSA accepts no responsibility for the accuracy of any ad, nor does it endorse the
contents of an ad in this publication. All rights are reserved. No part of this publication
may be reproduced in whole or part without the permission of the NMRPSA.

Full Page: 8.5" w x 11" h

\$350

Live area 8" x 10.5"

Build to 8.75" x 11.25" for full bleed

Half Page: 8.5" w x 5.5" h

\$200

Live area 8" x 5"

Build to 8.75" x 5.75" for bleeds



1/8 Page: 4" w x 2.5" h

\$50

Build to 4.75" x 2.75" for bleeds

1/4 Page: 4" w x 5" h

\$100

Build to 4.75" x 5.75" for bleeds