

Miss California

SINCE  1924

THE STATE FINAL FOR MISS AMERICA

Dear 2018 Local Contestant, State Finalist and Princess:

Congratulations 2018 Local Contestant, State Finalist or Princess! There are exciting adventures ahead for all, but especially for the young women who will be named Miss California 2018 and Miss California's Outstanding Teen.

For the local contestant, you can have an opportunity to meet Miss America 2018 and Miss America's Outstanding Teen 2018, earn premium seats to the state finals or hob nob with the state judges, state sponsors and state leadership at the 2018 President's Reception.

For the State Finalist, soon after your pageant your Executive Director should have discussed with you our **Miss California Souvenir Program Book**, and the **Contestant Salute Pages**. Your ED will provide you your "Square" that you will use for every credit card purchase. All Cash and Check purchases need to be logged into the Square app that you will load onto your phone. If you need a square, you can acquire one at the Miss California Merchandise table at the Orientation Workshop.

The **Miss California Organization Souvenir Program Book** is the income source that funds our State Final pageant week. The more Salute pages you sell, the better everyone's week will be at State. Every dime we raise in these pages will be spent on your experience and scholarship at the State Finals and any excess goes directly to scholarship.

Each State Finalist is expected to sell a minimum of her Premium Ad (more details on Page 2). Local contestants and princesses do not have this option or the basic upgrade option but everything else is available for them. These pages will come from your family, friends, neighbors, employers, community, school and business associates. You are encouraged to sell additional ads after your premium ads are complete, obtaining as many incentive points as possible. For each and every page in your section beyond your minimum of your Premium Ads, exciting incentives will be earned. The only way to have your **own** page in the program book is to sell your premium space. If you do not sell this space, you will share a page with another contestant. Also, the Premium Ad sellers will be featured before the Non Premium Ad sellers in the **2018 Souvenir Program Book**. This applies to Miss and Teen pages.

The following pages also explain the rates, deadline, printing requirements and instructions for submitting your pages to the publication staff. Please feel free to contact Lynn with any questions regarding your **2018 Souvenir Program Book** Salute Pages.

Good luck on your endeavors!

ALL AD PAGES & PAYMENTS ARE DUE NO LATER THAN 11:59 PM on MAY 1, 2018

Patricia Murray
CEO/Executive Director
Miss California Organization

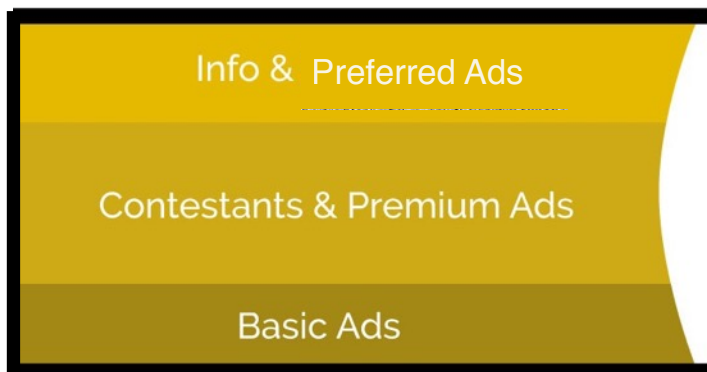
Lynn Blackburn
Design/Production Director
2018 Souvenir Program Book
Phone: 520-237-1002



SUMMARY

How ad types will be sectioned off:

BOOK BINDING



3 TYPES OF AD

Premium

Preferred

Basic

OTHER:

Princess

SUBMIT AD .PDF FILES

via contestant portal for Titleholders.

Submit

PURCHASE AND INPUT ADS

via Mobile Square App

& EARN CASH AND PRIZES!



TYPES OF SALUTE ADS

- PREMIUM -

PRICING

\$1500

Half Page- Full Color

This ad space is the only space in the 2018 Souvenir Program Book that you can guarantee to a sponsor that will be looked at by everyone purchasing a 2018 Souvenir Program Book.

These ads will also appear on your Contestant Profile pages with link to up to 3 sponsor websites. We receive over 1,000,000 views annually on our website so anyone looking at your page will also have access to their business website.

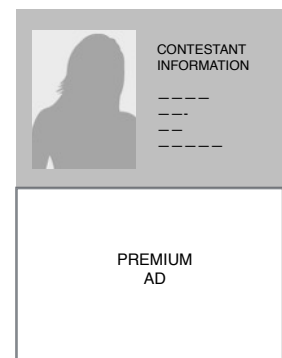
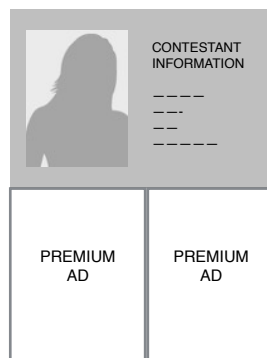
Available to State Finalists only - Princesses see page 8 and local contestants see page 9.

DESIGN INSTRUCTIONS

Half Page Sizing: 8.5" x 5.5" + 1/8" bleeds

ALL AD PAGES ARE IN FULL COLOR

Contestants have the option to divide this ad space however they choose. You can have one sponsor support you for the entire space or have many supporters. How you use this ad space is completely up to you. Divide it into twos or threes....get creative!



What makes them Premium?

Contestant information pages get the most views, which makes this ad space a prime spot for those ads placed here. Only one half-page of Premium Ads can be purchased for a contestant. In other words, once \$1,500 has been reached in Premium Ad sales, those spots are filled.

Premium Ads are what the contestants should start selling first.

Also, Premium Ads are automatically displayed on the contestant's profile on the Miss California Website. They are placed next to the contestant's official headshot.

**** INCENTIVE PROGRAM MINIMUM - \$1,500 ****

SELL YOUR ONE HALF-PAGE PREMIUM AD YOU GET A MEET & GREET WITH MISS AMERICA 2018 CARA MUND* and 2018 MISS AMERICAS OT JESSICA BAEDER.

After a contestant sells her Premium Ad Space, she can then start selling Preferred & Basic Ads.

*Miss America CARA MUND is booked but subject to sponsor availability. Miss America reserves the right to cancel Miss America's appearance for a Miss America Sponsor need.

- PREFERRED-

ALL PREFERRED ADS ARE PLACED *BEFORE* CONTESTANT PAGES

DESIGN INSTRUCTIONS

Quarter Page Sizing: 4.25" x 5.5" + 1/8" bleeds

Half Page Sizing: 8.5" x 5.5" + 1/8" bleeds

Full Page Sizing: 8.5" x 11" + 1/8" bleeds

ALL AD PAGES ARE IN **FULL COLOR**

PRICE OPTIONS

\$500 ea.

**Quarter Page
Full Color**

One quarter-page Preferred Ad counts as one (1) point towards incentives

OR

\$2,000 ea.

**Full Page
Full Color**

One full-page Preferred Ad counts as four (4) points



- (a) Preferred Ads will be placed throughout the front area of the book, and will be displayed on various info pages, ie: Former Miss California pages, Scholarship Donor pages, etc....
- (b) Contestants have the option to combine this ad space into one contestant ad, sized as a half or full page instead of quarter page

What makes them Preferred?

The Preferred Ad Space is not viewed as much as the Premium Ad Space, but they are located in the front portion of the program book. Whether they be full pages of a single Preferred Ad, two or or four Preferred Ads on one page, these pages will be evenly disbursed throughout the general organization portion of the book, before you get to the contestant pages. They're not placed after the contestant pages, which keeps them in a higher-traffic section.

- BASIC -

ALL BASIC ADS ARE PLACED *AFTER* CONTESTANT PAGES

PRICE OPTIONS

\$500 ea.

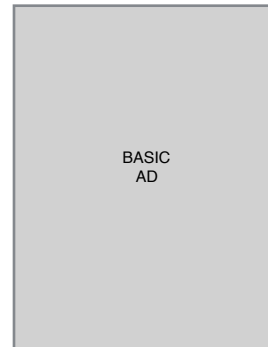
**Full Page
Full Color**

One full-page Basic Ad counts
as one (1) point towards
incentives

DESIGN INSTRUCTIONS

Full Page Sizing: 8.5" x 11" + 1/8" bleeds

ALL AD PAGES ARE IN **FULL COLOR**



What makes them Basic?

The Basic Ad Space is what the full-page ads the Miss California Organization has always had available. This ad space is designated for the back of the program book, after the contestant info pages.

****NEW****

ONLY AVAILABLE TO STATE FINALISTS. FOR \$250 UPGRADE THIS PAGE WILL BE MOVED TO THE SPACE BEHIND YOUR CONTESTANT PAGE. YOU MUST SELL PREMIUM TO TAKE ADVANTAGE OF THIS "ADD ON" FOR BASIC OPTION.

- FOR ALL CONTESTANTS -

2018 Incentive Awards for Contestant Salute Pages

To be successful, this program needs everyone's help. We ask that every STATE FINALIST participate by selling a minimum of your Premium Ad space. After selling the minimum of \$1500 in Premium Ads, the following incentives apply. For local contestants Incentive points count from your first AD page sale. Premium Ad Page sales are not available for local contestants.

Ad Sales to Incentives Chart \$500 = 1 Incentive Point	
Quarter Page Preferred Ad \$500	1 Incentive Point
Full Page Preferred Ad \$2000	4 Incentive Points
Full Page Basic Ad \$500	1 Incentive Point
Full Page Basic Ad with upgrade Must sell 2 to quality - \$1500	3 Incentive Points

(State Finalists)

SELL	EARN
<p>Sell the minimum of \$1,500 in Premium Ads</p> <p><i>No incentive points awarded for Premium</i></p>	<p>Meet & Greet with Miss America 2018, CARA MUND* and 2018 Miss America's OT, JESSICA BAEDER.</p> <p>(Miss & Teen will have separate event. You can choose to attend 1 or both for your category)</p>
<p>Sell more, earn more additional cash</p> <p><i>(after selling \$1500 in Premium Ads)</i></p>	<p>Additional Cash</p> <p>\$75.00 in cash will be paid for every incentive point sold after the minimum of \$1,500 of Premium Ads sold. These incentive awards are not scholarship awards; these awards are cash that you can spend any way you choose and you will receive the night of the Gala!</p>
<p>Earn 4 or more incentive points</p>	<p>Pick your own Production Order</p> <p>Order will be by total number of incentive points.</p>
<p>Earn 8 or more incentive points</p>	<p>Private Lunch for this incentive level with Miss America 2018, CARA MUND* and Miss America's OT, JESSICA BAEDER.</p> <p>All contestants reaching this level will attend the same luncheon and this luncheon will take place on Saturday, June 30, 2018.</p>

Sell the most Ads One award is going to the one contestant (Miss OR Teen) who sells the most ads	State Final Package: 2 Premium Season Tickets to the 2018 State Finals 2 Delegate Badges Private Lunch with Miss America 2018 CARA MUND* and/or Miss America's OT JESSICA BAEDER.
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- FOR EXECUTIVE DIRECTORS -

Incentives are available only to local programs in good standing.

SELL	EARN
One of your titleholders (Miss or Teen) sell the minimum of \$1,500 in Premium Ads	Meet & Greet with Miss America 2018, CARA MUND* AND 2018 Miss America's OT, JESSICA BAEDER. <i>Priceless</i>
Any of your remaining titleholders (Miss or Teen) sell the minimum of \$1,500 in Premium Ads <small>One of your titleholders (Miss or Teen) must have sold their premium space for this incentive to apply.</small>	You receive 1 ticket to the President's Reception for each titleholder that sells her premium space. <i>Priceless</i>
Sell the most Ads <small>One award is going to the ED of the one contestant (Miss or Teen) who earns the most incentive points plus the incentive points earned by your local contestants.</small>	2018 License Fee Paid <small>This fee will cover the basic license fee Miss or Teen, not the rebate (applies to Miss only). You must complete the rebate checklist (Pink Sheet) to qualify for 100% paid fee.</small> <i>Up to \$800 Value</i>

For every incentive point your local contestants earn (excludes titleholders), you will be credited with \$100 in scholarship dollars for your local program in Scholarship Associates.

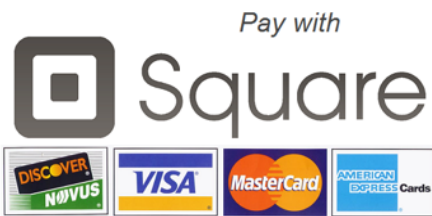
PLEASE DO NOT CREATE YOUR OWN ACCOUNT, CHANGE, ADD, OR ALTER ANY ITEMS OR SETTINGS WITHIN THE SQUARE APP. IF YOU HAVE ANY ISSUES REGARDING PAYMENT, PLEASE CONTACT LYNNBLACKBURN@MSN.COM.
****IMPORTANT** IF YOU SUBMIT AN AD PAYMENT AND IT IS NOT UNDER YOUR TITLE, YOU WILL NOT RECEIVE CREDIT FOR IT. MAKE SURE YOU FOLLOW THE INSTRUCTIONS ON PAGE 9 AS WE WILL NOT CHASE YOU DOWN FOR RANDOM PAYMENTS AND UNPAID ADS. IF IT IS NOT SUBMITTED CORRECTLY, WE WILL SAY, "THANK YOU" FOR THE MONEY, YOU WILL NOT**

- FOR PRINCESSES -

SELL	EARN
<p>Sell one half-page ad \$350 <i>(Available only to Princesses)</i></p> <p>You are now eligible for incentive points. Incentive points are earned at \$500 = 1 point.</p>	<p>Meet & Greet with Miss America 2018, CARA MUND* AND 2018 Miss America's OT JESSICA BAEDER.</p> <p>You will have private tea party with Miss America and Miss America's OT. All Princesses earning this incentive will attend the same tea.</p> <p><i>Priceless.</i></p>
<p>Earn 2 incentive points</p>	<p>Best Seats in the House</p> <p>You receive two paid tickets in the preferred section of the theater for all preliminary competitions and the final night.</p> <p><i>\$500 value</i></p>
<p>Earn the most incentive points</p>	<p>Disney Magical Day</p> <p>This Princess will receive three one day Park Hopper Tickets to Disneyland Resort in Anaheim CA and a Castle Package at the Bibbidi Bobbidi Boutique. <i>Must have over 15 half pages sold for princesses to award this prize.</i></p> <p><i>\$680 value</i></p>
<p>Princesses will have access to a princess portal for uploading your ads and gathering information.</p> <p>MAKE CHECK PAYABLE TO MISS CALIFORNIA PAGEANT INC. AND MAIL CHECKS TO:</p> <p>MISS CALIFORNIA ORGANIZATION 929 Walker St Orland CA 95963-1123</p> <p>CHECKS MUST BE RECEIVED (NOT POSTMARKED) BY MAY 1, 2018 SO MAIL THEM IN EARLY!</p> <p><i>THERE IS NO OVERNIGHT DELIVERY TO ORLAND CALIFORNIA.</i></p>	

- HOW YOUR ADS ARE PURCHASED -

ADs should be purchased digitally if possible. Regardless, **ALL** Ad Pages will be tracked and accounted for via the "Square Register" mobile app. If you have to pay by check, you must first put the ad in square and state that you are paying with cash or check, then please follow the instructions for princesses on page 8.



WHAT IS SQUARE?

Square is an app that allows you to take credit/debit card payments from your mobile device. Square comes with a card reader that allows you to swipe one's credit/debit card or you can manually enter a cash or check purchase.

Your Executive Director will supply you with your square personal card reader.

Download Square Register for iOS

- Tap the App Store icon on your iPhone, iPad, or iPod.
- In the bottom navigation bar, tap the search icon (magnifying glass) and search for Square Register.
- Tap Get next to the Square Register app icon and follow the prompts to complete downloading the app.

Download Square Register for Android

- Tap the Google Play icon on your device.
- Android Play Store icon
- Tap the search icon (magnifying glass) in the upper-right corner and search for Square Register.
- Tap the result Square Register.
- Tap Install and follow the prompts to complete downloading the app.

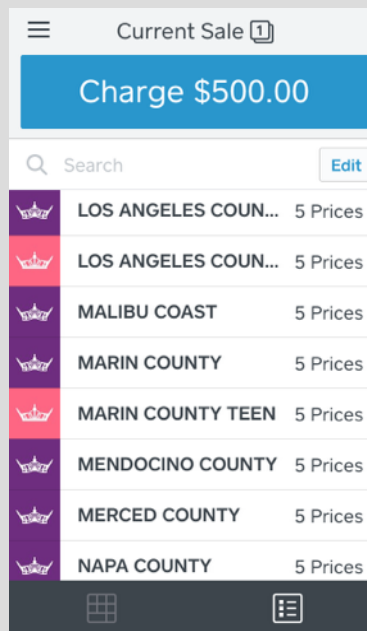


HOW TO ACCEPT PAYMENTS

Once you have the Square Register App downloaded on your mobile device, log into the Miss California Organization account with:

username: info@misscalifornia.org

password: **success2018**



If any of your Premium, Preferred, & Basic Ads have multiple donors, collect their portions and then pay for your multi-donor ad with one credit card. Only one payment can be made per salute ad.

1. When ready to make a sale, open the Register app on your device and make sure you see this screen shown to the left. This is the Register Homepage.
2. To make your Salute Ad count towards the incentives offered, **please select your title. DOUBLE CHECK THAT YOU ARE GETTING THE CREDIT FOR YOUR AD!**
3. Then select the type of ad your sponsor wants to purchase.
4. After selecting the type of ad you are selling, the blue box at the top of your screen should show the amount in dollars you are about to sell.
5. If the amount in the blue box is correct, tap on it.
6. Next, you need to say what type of sale you are doing: cash, check or credit debit. Or a combination of two with the split (top right corner). If it cash or check you need to mail the money to Merri Caywood - See Page 8.
7. If you are doing credit/debit, you can either swipe a credit/debit card with your Square Card Reader, manually type in the card holder information.
8. Once you make a sale, your sponsor will receive a receipt and a copy of that receipt will be sent to you and your ED. Confirmation of payment will show up in the Contestant Portal.

If you do not have your card reader with you, you can still **MANUALLY** enter your sponsor's Credit Card info!

- FOR LOCAL CONTESTANTS -

SELL	EARN
<p>Sell one Basic Ad \$500 Incentive points are earned at \$500 = 1 point.</p>	<p>Meet & Greet with Miss America 2018, CARA MUND* AND 2018 Miss America's OT JESSICA BAEDER.</p> <p>This award cannot be transferred or sold.</p> <p><i>Priceless.</i></p>
<p>Earn 2 incentive points</p>	<p>Saturday Night Final Ticket You will receive 1 Tier 3 ticket to the Miss California State Finals on June 30, 2018. If you have already purchased season tickets you will receive a single tier upgrade on your seats.</p>
<p>Earn 3 incentive points</p>	<p>Presidents Reception Invitation You will receive 1 ticket to the invitation only President's Reception held at the William Saroyan Theater from 3-5pm on Saturday, June 30, 2017. These tickets cannot be transferred or sold.</p> <p><i>Priceless</i></p>
<p>Additional incentive points</p>	<p>Each additional incentive point can be used to receive an additional Saturday Night Final Ticket or a ticket to the President's Reception.</p>

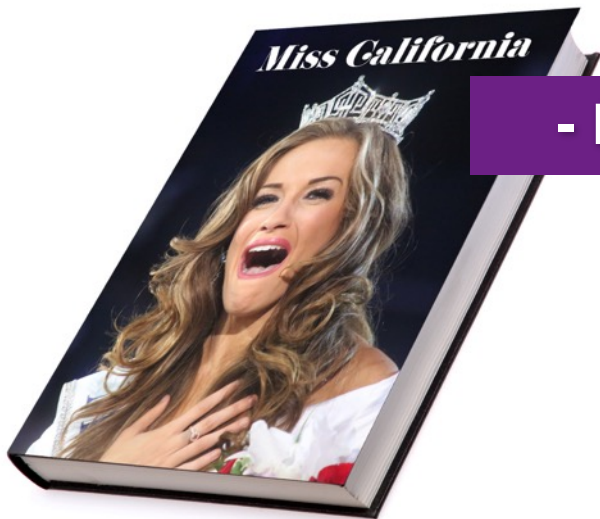
Please submit your Princess Ad PDF files to Lynn Blackburn
lynnblackburn@msn.com

**LOCAL CONTESTANTS WILL NOT HAVE "SQUARE CARD READERS".
INSTEAD, WHEN PURCHASING YOUR AD, YOU WILL HAVE TO SEND A CHECK AND
THE CHECK FORM ON PAGE 13 TO OUR TREASURER, MERRI CAYWOOD. PLEASE
MAKE CHECKS PAYABLE TO THE MISS CALIFORNIA ORGANIZATION AND PUT IN
THE SUBJECT LINE "YOUR LOCAL ORGANIZATION" "LAST NAME" AND "AD".**




**MAKE CHECKS PAYABLE TO MISS CALIFORNIA PAGEANT INC AND
MAIL CHECKS TO:
MISS CALIFORNIA ORGANIZATION
929 Walker St
Orland CA 95963-1123**

**CHECKS MUST BE RECEIVED (NOT POSTMARKED)
BY MAY 1, 2018 SO MAIL THEM IN EARLY!**

THERE IS NO OVERNIGHT DELIVERY TO ORLAND CALIFORNIA.



- DESIGN INSTRUCTIONS -

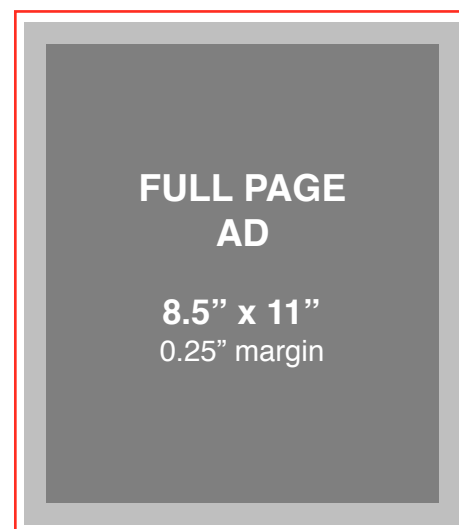
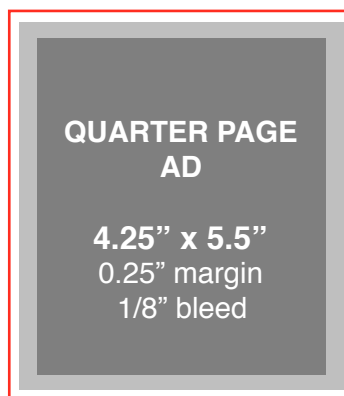
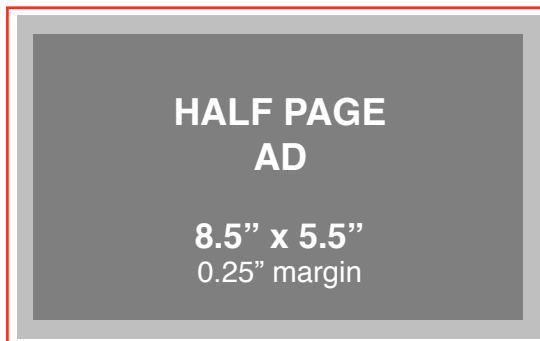
-  **1/8" bleed (trim area, extend your images & graphics 1/8" past the original document size)**
-  **1/4" margin (no text, but images are fine)**
-  **Area for text , images, & other designs**

Make your salute ad look good!

PAGES WILL BE PRINTED EXACTLY AS THEY ARE RECEIVED

Page position (left-hand or right-hand page) will NOT be promised and cannot be guaranteed.

- It is important that your page designer is aware that your Salute Pages will be printed using a 'photo quality' high resolution digital press on high quality glossy paper.
- Each page MUST be submitted as a single, press ready .PDF file, with fonts embedded. The PDF properties should be set to create a 'Press Quality Print' PDF document.
- The PDF files that you submit MUST be compatible with both PC and MAC computers. (some non-Adobe PDF software creates files that are not compatible with all computer types.)
- We recommend that you use only high quality, high resolution (300 ppi or higher) images and graphic elements. Lower resolution elements may look crisp and sharp on the computer monitor but they will not reproduce acceptably.



If you have multiple people donate to your Salute Ad, please make sure your ad is still aesthetically organized and attractive to the viewers.

Having 50 people donate \$15 to your Quarter-page Premium Ad, or 4 people donate \$500 for your Full-page Plus Ad, etc. is permitted.

However a page is divided & funded is up to you, but try to keep your donors' names and design organized and within the design instructions.

Contestant *Salute Ad* Files and Submission: Preparing and Submitting the *Salute Ad* PDF Files

Naming your PDF File for submission ...

Each page is to be submitted as a single PDF file, and the file name should contain the contestant's name.

EXAMPLE: SusanSmith_Page01.pdf

How To Submit Your Ad Pages to the Program Book Staff ...

**NO EMAILS (except Princesses and local contestants)
NO PRINTED HARDCOPY will be accepted!**

All State Finalist Salute Page submissions **MUST** be uploaded from the **Contestant Services Portal using the "AD PAGE FILE TRANSFER FACILITY"**. This ad submission utility will automatically log your file, appropriately charge your Program Book Account, and provide the Program Book production staff with immediate information about all of the contestant's submissions.

CONTESTANTS have immediate access to information regarding the current status of each of your submissions, the current status of your account, what payments have been received and the amount of payments still due.

If, for any reason a submission fails to show on your Program Book Account report on the *Contestant Services Portal...*

WE DON'T HAVE IT, WE DO NOT KNOW ABOUT IT and IT WON'T BE IN THE BOOK

MONITOR YOUR SUBMISSIONS!

We are providing the tools for you to keep track of your submissions, and track the payments. As the *Salute Ad* page deadline approaches, **YOU** will know your account status, and must take the appropriate action to be sure there will be no surprises when you open your book in Fresno.

On Payment Deadline day – your balance due must be \$0.00. If it is not, ads will be pulled until it is \$0.00.

Payment Deadline is May 1, 2018

****IMPORTANT** IF YOU SUBMIT AN AD PAYMENT AND IT IS NOT UNDER YOUR TITLE, YOU WILL NOT RECEIVE CREDIT FOR IT. MAKE SURE YOU FOLLOW THE INSTRUCTIONS ON PAGE 9 AS WE WILL NOT CHASE YOU DOWN FOR RANDOM PAYMENTS AND UNPAID ADS. IF IT IS NOT SUBMITTED CORRECTLY, WE WILL SAY, "THANK YOU" FOR THE MONEY, YOU WILL NOT RECEIVE CREDIT AND YOUR AD MAY NOT APPEAR IN THE BOOK.**

PLEASE SUBMIT THIS FORM WITH EACH CHECK PAYMENT(S):

NAME: _____

TITLE OR LOCAL ORGANIZATION: _____

CHECK IS FOR A ___ PREMIUM ___ PREFERRED ___ BASIC
___ PRINCESS AD

CHECK IS FROM: _____

CHECK NUMBER: _____

THIS CHECK IS FOR THE AMOUNT OF: \$ _____

EMAIL FOR QUESTIONS REGARDING THIS CHECK: _____

PHONE FOR QUESTIONS REGARDING THIS CHECK: _____

MAKE CHECK PAYABLE TO MISS CALIFORNIA PAGEANT INC.

BY SIGNING HERE I AM CERTIFYING THAT I HAVE SUBMITTED THIS
CHECK THROUGH SQUARE IF I AM A STATE FINALIST.

SIGNATURE: _____