

Miss California

SINCE  1924

THE STATE FINAL FOR MISS AMERICA

Dear 2019 Prince or Princess:

Welcome to the 2020 Competition Season and your trip to Miss California!! We are so excited that you have decided to spend the State Finals week in Fresno with us.

We are inviting Miss America 2019, Nia Franklin, to the Miss California Competition and we want your Prince or Princess to meet her!

Our Princess Program Director, Paula Gross, will help you with specifics but each year we hold a Princess Tea and this year it will be a Prince and Princess tea and if your little one sells a half page basic ad in our program book, they will be eligible to attend the tea. If you sell additional ads, your Prince or Princess will be eligible for cash incentives.

The details are on the pages that follow but this event is a chance for you and your Prince or Princess to have one on one time with Miss America.

We are having two separate books this year: A Miss Competition Magazine and an Outstanding Teen Competition Magazine so be sure to specify in which book you would like your ad featured.

Good luck on your endeavors!

ALL AD PAGES & PAYMENTS ARE DUE NO LATER THAN 11:59 PM on MAY 1, 2019

Patricia Murray
CEO/Executive Director
Miss California Organization

Lynn Blackburn
Design/Production Director
2019 Competition Magazine
Phone: 520-237-1002

SUMMARY

2 TYPES OF AD PAGES: Preferred and Basic

Preferred Ads

What makes an ad “Preferred”?

The Preferred Ad Space is not viewed as much as the Premium Ads, but they are located in the front portion of the program book. ALL PREFERRED ADS ARE PLACED BEFORE CONTESTANT PAGES. Whether they be full pages of a single Preferred Ad, two 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 of the magazine.

PRICE OPTIONS

\$500 ea.

Quarter Page
Full Color

\$1,000 ea.

Half Page
Full Color

\$2,000 ea.

Full Page
Full Color

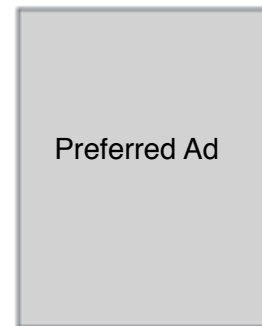
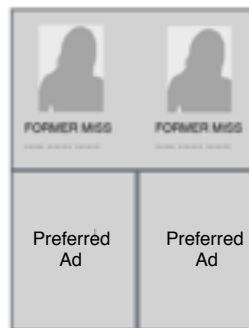
DESIGN INSTRUCTIONS

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



What makes an ad “Basic”?

The basic ad space is designated for the back of the program book, after the contestant info pages. All basic full pages and even numbers of half pages will be brought forward behind Premium Page of a contestant who sells her Premium Page. All other half page ads will be used as the editor deems necessary.

PRICE OPTIONS

\$500 ea.

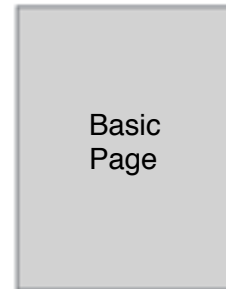
Full Page
Full Color

\$300 ea.

Half Page
Full Color

DESIGN INSTRUCTIONS

Full Page Sizing: 8.5" x 11" + 1/8" bleeds
ALL AD PAGES ARE IN FULL COLOR



DESIGN INSTRUCTIONS

Half Page Sizing: 8.5" x 5.5" + 1/8" bleeds
ALL AD PAGES ARE IN FULL COLOR

Your ad must be a minimum of 300DPI (Dots per Inch) and must be emailed to LynnBlackburn@msn.com. Your ad **MUST** be in a .PDF format. You may also indicate in which book you would like your ad to appear by Including an “M” for the Miss Competition Magazine and a “T” for the Teen Competition Magazine. If you do not include a preference the editor will put the ad where it is needed for spacing.

Please title your ad: Princess_(M or T)_(last name).pdf or Prince_(M or T)_(last name).pdf. Please make sure the last name is the SAME as the registered Princess or Prince. For siblings with the same name, please add a first initial after the last name.

For example: Princess_M_MurrayC.pdf

2019 Cash Awards for Ad Pages

After selling \$1500 in total ads, the following cash incentives apply.

For every \$500 (after \$1500) you sell in Ad Pages you receive \$75 cash back. For example, if you sell \$6000 in total ads for the 2019 Miss California Competition Magazine, you will receive \$675 cash to spend any way you choose. You will receive this cash money before you complete your competition at the state finals!!

Here is how we calculated that number:

\$6000 - \$1500 required to receive cash incentives = \$4500 eligible for cash incentives.

$$\$4500 \div \$500 = 9 \quad 9 \times \$75 = \$675$$

ALL ADS AND CHECKS MUST BE RECEIVED BY MAY 1, 2019 TO COUNT TOWARD INCENTIVES. ANY CHECKS SUBMITTED WITHOUT THE SUBMISSION FORM BELOW WILL BE CONSIDERED A DONATION TO THE ORGANIZATION. YOU MUST SUBMIT A FORM WITH EACH CHECK.

2019 Competition Magazine Check Submission Form

PLEASE SUBMIT THIS FORM WITH EACH CHECK PAYMENT:

NAME: _____

___ PRINCE OR ___ PRINCESS

CHECK IS FOR A ___ PREFERRED ___ BASIC AD

CHECK IS FROM: _____

CHECK NUMBER: _____ AMOUNT: \$ _____

AD PAGE SUBMISSION NAME: _____

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 ALSO
SUBMITTED THIS AD TO LYNN BLACKBURN.

SIGNATURE: _____

Copy this page.....DO NOT SEND THE ORIGINAL....that way you
can send this form multiple times with checks if needed.

