

MISS ALABAMA'S OUTSTANDING TEEN GUIDELINES FOR ADVERTISEMENTS

All advertisements are full page for \$175.00 each. **Do not send "camera ready" ads – all ads will be typeset and designed for optimum quality according to printer specifications.** If you would like to provide a sketch of the desired look, we will strive to comply with your requests, but will not guarantee the exact layout.

Each contestant ad (along with all information pertaining to that particular ad) must be in its own separate sheet protector. For instance, if you have 9 ads, there must be nine sheet protectors – each containing the following:

- Photograph
- Ad copy form filled out completely
- \$175.00 Payment for ad
- Logo if desired

PHOTOS:

For optimum quality, original photographs from your photographer on a CD are preferred. Your photographs must be 5x7 or 8x10 in size and color or black and white photographs will be accepted. Original photographs are requested – incorrectly scanned photographs normally reproduce blurry and do not render optimum quality. Do not send scanned photos on a CD. Do not provide a laser-print of a photograph from a computer. ALL photos will be scanned to printer specifications. The contestant's photograph will dominate the page. No collages or horizontal photographs will be considered. Additional photos (other than ONE) will necessitate a \$10 charge per photograph. (If you wish the same photograph to be used for several ads simply make a photocopy that photograph and insert the photocopy in a sheet protector with other required items and we will pull the original and use for the other ads.) **DO NOT STAPLE, TAPE, OR ATTACH GEM CLIP TO PHOTOGRAPH. A photo release from the photographer is required for each photograph.**

AD COPY FORM:

One form must be completely filled out for each ad, stating what is to be typeset at the bottom of the page. The form is enclosed. Please copy this form as many times as you may need for additional ads.

PAYMENT FOR ADS:

Check or money order for \$175.00. Checks should be payable to Miss Alabama's Outstanding Teen Pageant. Do not send cash! Do not mix the checks together...each sheet protector should contain payment for one ad and only one ad. **DO NOT MAIL ADS IN WITHOUT PAYMENT!!!!**

LOGOS:

Some business require their logo (optional) to be placed on the ad. If you want a logo used, insert it loosely in the plastic sleeve. We may have to reduce the logo to fit our purposes. Be aware that colorful logos may not reproduce. If your logo does not reproduce to our satisfaction, it will be omitted. **DO NOT STAPLE, TAPE, OR ATTACH GEM CLIP TO LOGO.**

DEADLINE:

WE WOULD PREFER TO RECEIVE ALL ADS AT CONTESTANT ORIENTATION THE FIRST WEEKEND IN JANUARY. However, all ads must be received by January 26, 2018. If you would like to send advertisements early – please do so! Again, send NO CASH! MAKE CHECKS PAYABLE TO Miss Alabama's Outstanding Teen and Mail To:

Anita Walker
986 Montevallo Road,
Leeds, Alabama 35094

SUBMITTING ADVERTISEMENTS:

Each advertisement must be submitted in a separate sheet protector (see illustration), and must contain the following:

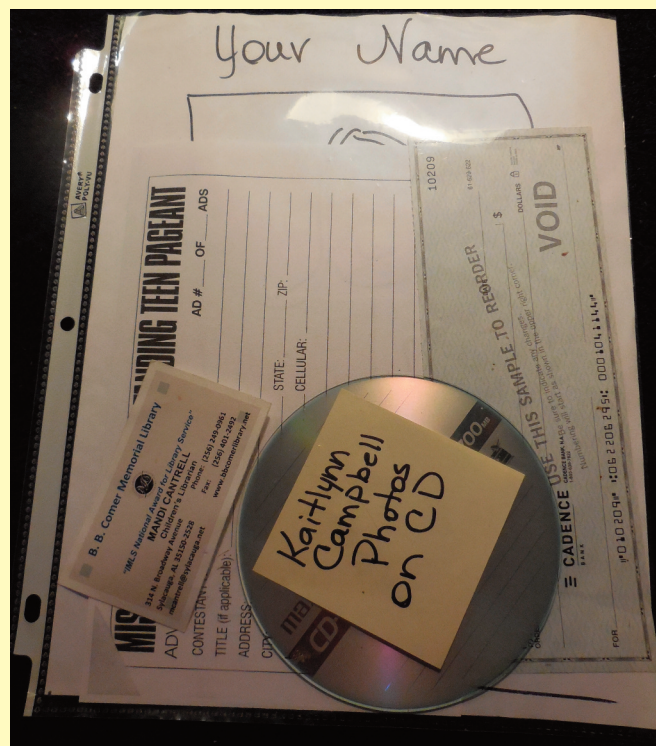
1. Order Form Completely Filled Out
2. Check (\$175.00 per full page advertisement)
3. Photograph (Prefer original from photographer on CD)
4. Company business card or logo (if applicable)
5. Sketch of desired design (if applicable)

NOTE: Printed photographs may be submitted; however, they should be original photos from your photographer – **A MINIMUM OF 300 dpi**. For optimum quality, photographs printed from a computer are not acceptable.

All original photos may be submitted on ONE CD, provided they are 300 dpi. Make sure your CD is properly saved, closed, and burned.

If you prefer our designer to be creative, do not submit a sketch of desired layout.

Artwork/logos submitted on CD must be formatted either “jpg”, “pdf”, or “tiff”.



Sheet Protectors are available at Walmart for less than \$3.00 – 50 pk count

If submitting all photos on one CD – Clearly indicate which photograph should appear on each separate advertisement.

You may submit more advertisements through January 26, 2018.

MISS ALABAMA'S OUTSTANDING TEEN

*"PROMOTING SCHOLASTIC ACHIEVEMENT, CREATIVE ACCOMPLISHMENT,
HEALTHY LIVING AND COMMUNITY INVOLVEMENT FOR AMERICA'S TEENS"*

INCREASE SCHOLARSHIPS AND AWARDS WHILE WORKING TOWARD THE INCENTIVE PROGRAM!!!!

Every contestant is encouraged to secure four (4) advertisements for the souvenir program book. Contestants who sell four (4) advertisements will be invited to Brunch on Sunday morning, March 4.

**CONTESTANTS WHO SELL TEN (10) ADVERTISEMENTS WILL RECEIVE:
TWO COMPLIMENTARY SEASON TICKETS TO THE MISS ALABAMA'S OUTSTANDING TEEN PAGEANT
AND TWO COMPLIMENTARY SEASON TICKETS TO THE MISS ALABAMA PAGEANT IN JUNE.**

**THE CONTESTANT WHO SELLS THE MOST ADVERTISEMENTS WILL RECEIVE
A \$500.00 CASH SCHOLARSHIP!!!!!!!**

LOCAL PRELIMINARY PAGEANT ADS

Local preliminary pageants who have a contestant participating in Miss Alabama's Outstanding Teen Pageant and have paid the local franchise fee will receive a complimentary advertisement. This ad is to "introduce" their titleholder in the program book. This ad does not count toward your "ad count". It is the contestants' responsibility to have their director provide the information for this ad and submit by the deadline date. **IN ADDITION: Local preliminaries may choose to purchase an advertisement to promote their pageant for the upcoming season. The cost is \$175.00. Ask your director if they would like to participate and submit by the deadline.**

WHO ARE GOOD PROSPECTS?

Your family members, friends and neighbors are always happy to put "Best Wishes" ads in the program if they know you are working to earn educational scholarships and awards. People your family members know who will want you to help achieve your "dreams and goals"- store owners, managers, club presidents or officers, church, school or neighbor friends, accountants, hairdressers, gowns and dress shops/boutiques, dentists/orthodontists, pharmacists and physicians, funeral homes, veterinarians, mechanics, dance studios, voice teachers, instrumental teachers, restaurants – anyone your family does business with are excellent prospects. Your doctor and dentist have watched you grow up and should be eager to help also. Don't forget your parents' insurance company (auto, home, life) and community business people and clubs who sponsor youth oriented activities.

WHAT DO I TELL PROSPECTIVE ADVERTISERS/SPONSORS?

Their participation will help pay for educational scholarships and awards.

Their advertisement will be printed in approximately 400 Miss Alabama Outstanding Teen program books which will be seen by hundreds of consumers all over the state!

ADVERTISING INFORMATION

Cost: black and white ads only - \$175.00 each

**ADS ARE ACCEPTED THROUGHOUT THE YEAR – PLEASE MAIL ADS AS YOU SELL THEM, OR,
WE ENCOURAGE YOU TO BRING ADS WITH YOU TO CONTESTANT ORIENTATION IN JANUARY.**

ALL AD PAGES AND PAYMENT MUST BE RECEIVED JANUARY 26, 2018.

Anita Walker

Miss Alabama's Outstanding Teen

986 Montevallo Road

Leeds, Alabama 35094

e-mail: anwalk@windstream.net



2809 Crescent Avenue Suite 2 • Birmingham, Alabama 35209 • 205-871-6276

The 16th annual Miss Alabama's Outstanding Teen will be held March 3-4 in Sylacauga. Girls from across the state will be competing for the title of Miss Alabama's Outstanding Teen 2018. The winner will compete in the Miss America's Outstanding Teen pageant in August 2018. The contestants are given the opportunity to sell full page black and white ads in our souvenir program book. There will be more than 1,000 in attendance. Please help support these young ladies with an ad page. We are a not-for-profit 501c4 Tax ID 63-0810076. If you need additional information. Please contact me at 205-223-5127.

Anita Walker

Miss Alabama's Outstanding Teen Executive Director

Full Page Black and White ad \$175.00

Proceeds from the pageant helps support our scholarship program.

Thank you for your support of the Miss Alabama's Outstanding Teen Pageant. The Miss Alabama Pageant is a 501c4 Tax ID 63-0810076.

MISS ALABAMA'S OUTSTANDING TEEN PAGEANT

ADVERTISEMENT ORDER FORM

AD # _____ OF _____ ADS

CONTESTANT NAME: _____

TITLE (if applicable): _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

HOME TELEPHONE: _____ CELLULAR: _____

EMAIL: _____

COMPANY/INDIVIDUAL PURCHASING AD: _____

TELEPHONE NUMBER: _____

INSTRUCTIONS/NOTES: _____

☐ LOGO PROVIDED ☐ PHOTOGRAPH ENCLOSED ☐ \$175.00 CHECK/MONEY ORDER ENCLOSED

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