

# KENTUCKY'S PRINCESS PROGRAM ADVERTISING PACKET

This packet outlines your options for participating in program book ad sales.

There are many incentives to be earned by participating, so please review the following information carefully! The final deadline for all ad materials and fees is Saturday, February 4, 2012. However, turning in all materials as soon as possible is appreciated! Please email me with any questions.



## **Miss Kentucky Teen America Organization**

Jessica Glasscock, Executive Director  
104 Palmer Court \* Danville, KY 40422  
[director@misskentuckyteenamerica.com](mailto:director@misskentuckyteenamerica.com)

*"It's not just a Pageant, It's an Opportunity!"*

[www.misskentuckyteenamerica.com](http://www.misskentuckyteenamerica.com)

## PROGRAM ADVERTISING INFORMATION

- It is not a requirement; however it is greatly appreciated if each contestant sells at least one page of advertising. Program Participation gives contestants the opportunity to promote themselves and their goals in their community through selling ads for the program book. It helps build their confidence as they gain tangible results in return for their efforts. Selling ads for the program also supports the scholarship fund of our Miss Kentucky Teen America Organization. To encourage participation, we are offering several incentives for selling ads in the 2012 program book.
  - **Sell one Page of Ads- Receive a free program book.**
  - **Sell two pages of Ads- Receive a free program book and be recognized on stage during awards ceremony with a trophy as an “Outstanding Program Participant”.**
  - **Sell three pages of Ads- Receive a free program book; be recognized on stage with a trophy as an “Outstanding Program Participant”, and two free tickets to the pageant.**
  - **Sell four pages of Ads- Receive a free program book; be recognized on stage with a trophy as an “Outstanding Program Participant”, two free tickets to the pageant, and a \$50 cash award.**
  - **For each page of ads sold after four pages, contestant receives all of the above plus an additional \$25 cash scholarship per page. This is a great way to offset your entry fee, hotel stay, or other pageant related expenses.**

*Any contestant that sells two or more pages to qualify for the “Outstanding Program Participant” will have their photo printed on a special spotlight page in the program book recognizing their achievement.*

- Contestants can choose to sell the ads to friends and family, to businesses, or both! Some pageant favorites include a signature page, in which the contestant has her fans sign around a Good Luck message and photo, and the business sponsored ads that feature a photo of the contestant with the staff, business, or product! See the sample ad page included in this packet for ideas!
- We encourage you to incorporate a photo into the ad layout as this gives you an additional chance to be featured in this professionally printed publication. The program books also serve as a great keepsake for the contestants, their families, and their sponsors!
- We are happy to design your ad for you! We prefer that the ad or ad materials be submitted through email or on disc. All photos must be scanned at 300 dpi.
- **Ad layouts and fees must be received by Saturday, February 4, 2012. You must also submit the form titled Outstanding Program Participation/Ad Summary with your ad layouts and fees.**
- Please make copies of the form titled Advertising Information and distribute to all of your possible advertisers!



# KENTUCKY'S PRINCESS PAGEANTS AND MISS KENTUCKY TEEN AMERICA ORGANIZATION

## Advertising Information

Our program book is not only a great avenue for businesses to reach the tween and teen female market and their families, but is a wonderful keepsake for each of our contestants. Each delegate is featured with a photo and personal bio. Hard work and many hours are required to produce a book of this caliber, and it could not be done without the help of advertisers. Advertisements for the program book are sold in a variety of sizes from 1/8 to full pages. Because of the cost of producing this book, your advertising sponsorship will guarantee that we have a beautiful program book without taking away from the money allocated for scholarships, prizes, and awards.

In addition to being featured in our printed book, each full page advertiser will receive a link to their website on [www.misskentuckyteenamerica.com](http://www.misskentuckyteenamerica.com), live for one year. The site receives thousands of hits annually and this will guarantee ultimate exposure for your business! We can also offer promotion to your facebook page by linking in our status updates. Simply supply this information on a separate sheet when submitting your ad.

### **RATE**

**Full Page- \$100**

**Half Page- \$75**

**Quarter Page- \$40**

**Business Card- \$25**

**2 Page Spread- \$175**

### **APPROXIMATE DIMENSIONS**

Width = 7.6" / Height = 10.5"

Width = 7.6" / Height = 5.25"

Width = 3.8" / Height = 5.25"

Width = 3.8" / Height = 2.64"

Full spread over two pages

By supporting the Miss Teen America Program, you will be obtaining inexpensive and valuable advertising space, while helping young women achieve their goals and dreams. Our program books will be sold at the event and unlike magazines and newspapers, which are eventually discarded; they will be a treasured keepsake for all contestants and their families. In this way your one time advertisement fee will pay for an ad that will last forever.

### **Advertisers' Responsibilities:**

Each advertiser is responsible for supplying a layout of how they would like their ad to appear in our program book or making arrangements with the contestant to do so for them. We are happy to design your ad for you, we only ask that you supply us with an outline and information that you would like included. We prefer that the ad materials be submitted through email. All photos must be scanned at 300 dpi. **Ads layouts and fees must be received by Saturday, February 4, 2012.**

### **Miss Kentucky Teen America Pageant**

Jessica Glasscock, Executive Director  
104 Palmer Court ~ Danville, KY 40422  
director@misskentuckyteenamerica.com  
www.misskentuckyteenamerica.com



Contestants Name: \_\_\_\_\_ Contestants Phone # \_\_\_\_\_

Title Competing For: \_\_\_\_\_

# GOOD LUCK SHELBY WADE!



Wade's Discount & Pawn  
2291 E. Hwy 80  
Russell Springs, KY 42642  
270-866-4545

*Love you Shelby...POPS*