

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 Organization. To encourage participation, we are offering several incentives for selling ads in the 2010 program book.

INCENTIVES

- Sell one Page of Ads- Receive a free program book.
 - Sell two pages of Ads- Receive a free program book, rhinestone crown pin, and be recognized on stage with an award as an “Outstanding Program Participant”.
 - Sell three pages of Ads- Receive a free program book, rhinestone crown pin, be recognized on stage with an award as an “Outstanding Program Participant”, and two free tickets to the pageant.
 - Sell four pages of Ads- Receive a free program book, rhinestone crown pin, be recognized on stage with an award as an “Outstanding Program Participant”, two free tickets to the pageant, and a \$50 cash scholarship.
 - 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.
- 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 Wednesday, December 20, 2009. 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!

MISS KENTUCKY TEEN AMERICA ORGANIZATION

Advertising Information

Our program book is not only a great avenue for businesses to reach the pre-teen/teenage-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.

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 Wednesday, December 29, 2009.**

Miss Kentucky Teen America Pageant

Jessica Glasscock, Executive Director

104 Palmer Court ~ Danville, KY 40422

859-229-6102 ~ director@misskentuckyteenamerica.com

www.misskentuckyteenamerica.com



Contestants Name: _____ Contestants Phone # _____

Pageant Competing In: _____

SAMPLE AD PAGE

We're so
Proud!!
Love Matt &
Cassie



Congratulations Ambarly!
Love Johnny, Donetta & Girls

El Azul Grande

Serving You at Four Locations!

132 Collins Circle
Prestonsburg, KY
606-886-8300

238 S. Mayo Trail
Pikeville, KY
606-437-7200

1069 Central Ave.
South Williamson, KY
606-237-4268

124 Corporate Dr.
Suite 105
Hazard, KY
606-487-0334

Best of Luck Tonight



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