



**ADVERTISE IN  
THE 2017 MISS RODEO NEW MEXICO  
SOUVENIR PAGEANT PROGRAM**

**Promote Your Business**

**Support the Miss Rodeo New Mexico Pageant**

**Support a Pageant Contestant**

Programs are sold during the Miss Rodeo New Mexico pageant. Each contains contestant information and photos, reigning royalty photos and information, Judges and Pageant Committee information, advertisements, and much more.

The funds raised through advertising are used to cover the cost of the programs and other pageant expenses. Please remember we are a non-profit organization, run by volunteers.

All ads are considered a donation and are 100% tax deductible! A "Top-Hand" award will be presented to the contestant who raises the most funds from advertising.

Complete instructions and information for getting your business or organization into the Miss Rodeo New Mexico Pageant Program are attached.

Thank you for your consideration,

The Miss Rodeo New Mexico Pageant  
Committee and Contestants

DON'T FORGET TO ATTEND THE MISS RODEO NEW MEXICO PAGEANT  
scheduled for May 31- June 2, 2017 in Clovis.  
Details may be obtained at [www.missrodeonm.org](http://www.missrodeonm.org).

**ADVERTISER INFORMATION SHEET**  
**PLEASE COMPLETE THIS SHEET & SUBMIT WITH YOUR AD CONTENT**  
**for the 2017 Miss Rodeo New Mexico Pageant Program**

**PLEASE SUBMIT YOUR AD AS EARLY AS POSSIBLE**  
to assist us in getting the program printed in a timely manner.  
The final deadline for ad submission is Thursday, April 20, 2017.

Contestant's Name: \_\_\_\_\_

Name of Business: \_\_\_\_\_

Contact name: \_\_\_\_\_

Contact's Phone Number: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_ Website: \_\_\_\_\_

Select size of ad you are purchasing:

- |                       |            |                         |          |
|-----------------------|------------|-------------------------|----------|
| <input type="radio"/> | 1/8 Page:  | 3 5/8"w x 2 3/8"h size, | \$ 50.00 |
| <input type="radio"/> | 1/4 Page:  | 3 5/8"w x 4 7/8"h size, | \$100.00 |
| <input type="radio"/> | 1/2 Page:  | 7 3/8"w x 4 7/8"h size, | \$200.00 |
| <input type="radio"/> | Full Page: | 7 3/8"w x 9 7/8"h size, | \$350.00 |

Check mode of payment:

- Check # \_\_\_\_\_ (Payable to: MRNM Pageant)  Cash

Ad information (logos, text, photographs):

- provided to contestant on  CD, USB thumb drive and/or  
 Paper (Laser or high-quality inkjet printout)
- mailed to: K bar L Design  CD, USB drive and/or  
312 Burro Trail  Paper (Laser or high-quality inkjet printout)  
Clovis, NM 88101
- E-mailed to: judy\_s2a@yahoo.com or j.hurlebusch@gmail.com

**We will be happy to design the ad for you.**

We will be composing the 2017 Miss Rodeo New Mexico Pageant Program using Adobe InDesign CC.

Please send us:

※ **A quality print of your logo, or a hi-resolution jpeg (300 dpi)**

If you give us a business card to duplicate in the ad, we will scan the card and format it for printing to the best of our ability. This process often captures the texture of the card's paper and can result in a fuzzy ad. If possible, please ask the card printer to submit the card to us in an electronic file (specifications below, and e-mail address above). Also, for anything you send us, please do not use paper clips or staples as they may damage the art. Please place all items in an envelope, which can then be attached to the Advertiser/Sponsor Information Sheet.

※ Any images you want in your ad, such as photographs, either printed or hi-res jpg files

※ The text content of your ad

Feel free to draw out your design on a sheet of paper, and we will follow it to the best of our ability. Word documents will be accepted for text purposes.

※ You may send us a completed ad by e-mail, CD, or USB drive. *Be sure to review the specifications outlined on the next page.*

K bar L Design  
Attn: Judy Hurlebusch  
312 Burro Trail  
Clovis, NM 88101  
575-799-5330  
judy\_s2a@yahoo.com or j.hurlebusch@gmail.com

**Resolution:** 300 dpi/Grayscale.

**Software programs:** Adobe Illustrator; Adobe PhotoShop; Adobe PageMaker 6.0 or higher;  
Adobe InDesign; PDF's in Adobe Acrobat 4.0 or higher.

**DO NOT SUBMIT ads in Microsoft Word. Word documents are incompatible with the software used for professional printing. WE WILL HAVE TO REBUILD THE AD.**

**If you build an ad in Publisher, follow the ad sizes using 300 dpi photos and export out as a high quality pdf.**  
*Publisher users who submit native Publisher files will have their ads rebuilt in Illustrator if the size is not correct.*  
**The software used for publication is incompatible with Microsoft products.**

**Fonts:** Please include all fonts used. Typefaces not attached will be matched with something similar. If you submit an Illustrator file, all type should be converted to outlines. Mac users use TrueType or OpenType fonts or convert your text to outlines as we are PC based and Mac fonts WILL NOT WORK!

**PDF Files:** When generating PDF files, please check that your image files are of a high resolution (300 dpi) and that they are saved as GRAYSCALE, and that **ALL OF YOUR FONTS ARE EMBEDDED or changed to outlines.**

**Photos & Images:** All electronic image files must be submitted as either Jpeg (.jpg), Tiff (.tif), EPS (.eps) or PhotoShop (.psd) files. All images will be converted to grayscale and have a resolution of no lower than 300 dpi. **WEB GRAPHICS CANNOT BE USED IN PRINT MEDIA.** Adobe Illustrator files must be submitted as EPS files with the type converted to outlines or the fonts included with the file.

**Ad sizes:** Ads *must* conform to the sizes listed on the sample ad page. *If they do not, we will adjust the ads to fit the space purchased and this can result in a distortion of the artwork.*

Ads can hold a variety of information such as: Business name, address, phone number, web page address, email, company logo, business photo, contestant photo (personal snapshot), or say "Congratulations! Good Luck! Best Wishes!" It's up to you.

**Please use the back of the order form to draw out layout, and remember photos will not be returned without a self-addressed stamped envelope.**

**Full Page: 7.5" w x 10" h  
\$350**

MRNMP accepts no responsibility for the accuracy of any ad, nor does it endorse the contents of an ad in this publication. All rights are reserved. No part of this publication may be reproduced in whole or part without the permission of the Miss Rodeo New Mexico Pageant Board of Directors.



**Half Page: 7.5" w x 4 7/8" h  
(7.5" x 4.875")  
\$200**

**1/4 Page: 3 5/8" w x 4 7/8" h  
(3.675" x 4.875")  
\$100**

**1/8 Page: 3 5/8" w x 2 3/8" h  
(3.675" x 2.375")  
\$50**