

# PROGRAM BOOK ADVERTISING

2018 Miss'd  
**America**  
ATLANTIC CITY pageant NEW JERSEY



Miss'd America 2018 Pattaya Hart





## Saturday, September 22, 2018

Dear Potential Advertiser:

We are pleased to announce that the Miss'd America will once again be held at the Borgata Hotel Casino and Spa for the 2018 pageant.

A souvenir Program Book is once again being produced and will be the premium vehicle for your business to reach the GLBT (Gay, Lesbian, Bisexual, Transgender) community.

We are seeking your support while offering a unique opportunity to connect with current and new audiences and customers.

Please see the attached rate sheet for information on advertising rates and contacts. We look forward to your participation and seeing you at the 2018 Miss'd America Pageant.

Sincerely,

Miss'd America Program Book Committee





# Souvenir Program Book Advertising Specifications

## Center Spread

Live: 14.625" w x 9.75" h  
Trim: 16" w x 10.5" h  
Add .25 bleed all around

## Inside Front/Inside Back Covers)

Live: 7" w x 9.75" h  
Trim: 8" w x 10.5" h  
Add .25 bleed all around

## Full Page - No Bleeds

7" w x 9.75" h

## Half Page - No Bleeds

7" w x 4.75" h

### 2018 Advertising Rates All ads are full color!

Full Page	\$325.00
Half Page	\$225.00

### Premium Positions

Inside Front/Back Covers	\$750.00
Center Spread	\$1,000.00

**Ads are due no later than August 31st**

All checks should be made payable to  
Miss'd America LLC and mailed to

1616 Pacific Avenue • Suite 600  
Atlantic City, NJ 08401

**Accepted file formats**  
PDF & JPG (Must be at least 300 ppi)

All artwork not supplied according to specifications shall be returned.  
All artwork and any questions regarding advertising specs should be sent to Larry Sieg at lsieg@njcrda.com



## Advertising Order Form

Fill out this form and mail to the address at the bottom of page

- Full Page
- Half Page
- Inside Front Cover
- Inside Back Cover
- Center Spread

**Ad Deadlines**  
**Space: August 15, 2018**  
**Artwork: August 31, 2018**

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Visa    
 Mastercard    
 American Express    
 Check

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardmember Name: \_\_\_\_\_

Address: \_\_\_\_\_  
*if different from above*

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Please make checks payable to **Miss'd America LLC**  
and mail to:  
**1616 Pacific Avenue • Suite 600 • Atlantic City, NJ 08404**