

# ADVERTISING OPPORTUNITIES



STARRING CARSON KRESSLEY AND MISS'D AMERICA 2024 FREEDA KULO





**Saturday, September 14, 2024**

Dear Potential Advertiser:

We are pleased to announce that the Miss'd America will be held on Saturday, September 14, 2024 in our new home, the Circus Maximus Theater at Caesars Atlantic City.

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 2024 Miss'd America Pageant.

Sincerely,

Miss'd America Program Book Committee



**CAESARS**  
ATLANTIC CITY



# 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

### 2024 Advertising Rates All ads are full color!

Full Page	\$375.00
Half Page	\$250.00

### Premium Positions

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

**Ads are due no later than August 16th**

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 [lsieg59@gmail.com](mailto:lsieg59@gmail.com)



**CAESARS**  
ATLANTIC CITY

## 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 2, 2024  
Artwork: August 16, 2024

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**