2012

CONGRATULATORY AD PAGES

SALUTE AD PAGES

CONTESTANT INFORMATION

SALUTE PAGES Q&A

1. WHAT IS A SALUTE PAGE AD?

A salute page ad is an advertisement page in our official program book dedicated to you, the contestant. This ad reflects what the contestant is all about. Personality, platform, education, talent, the possibilities are endless. The Salute Page Ad is wonderful way for home town businesses, friends, family and relatives to show their support for you and your endeavor to become Miss Oklahoma 2012!

2. HOW DO I SELL THESE ADS?

You should sell these ads with the idea that it is a WIN-WIN opportunity. People from all over the state will see these ads promoting the contestant. The contestant in turn will receive a rebate from the ads sold. The exposure from a marketing value is priceless.

3. HOW MANY ADS SHOULD I EXPECT TO SELL?

Each titleholder should be able to sell a minimum of 4 ads. The rebates do not come until 5 pages are sold. In the past, some titleholders have sold over 30 pages! Check out our enclosed rebate and prize package list to see how this could benefit you the most!

4. WHO DO I CONTACT?

Anyone can be a prospect. Family, teachers, business owners, chamber representatives, employers, friends, college representatives, sororities, or community leaders.

5. WHAT IS MY FIRST STEP IS SELLING A SALUTE PAGE AD?

a. Contact sponsor
b. Explain why you are selling these ads
c. Make a presentation about the Miss America Program and the benefits you gain from participating in the program.
d. conclude your presentation and ask the sponsor if they will participate with you by purchasing an ad.

6. WHAT IS THE COST?

A full page color ad is $750.00.
A full page black/white ad is $300.00.
*If you sell one ad page to multiple sponsors, have each sponsor write their checks to your local pageant. Then have your local pageant write one check to the Miss Oklahoma Pageant.
*Ideally, one check for all ads should be submitted.

7. HOW MANY PEOPLE WILL VIEW THIS AD?

Tens of thousands of people will see the ad not only in Oklahoma but Kansas, Texas, Arkansas, Missouri and throughout the entire country!

8. WHAT ARE THE 6 STEPS FOR COMPLETING EACH AD?

a. complete order form
b. complete salute page checklist
c. attach payment in the form of check or money order made payable to the Miss Oklahoma Pageant, or all cash.
d. attach photo(s) or disk(s)- Please use paper clips. Do not staple, tape or glue. Separate photos and/or disks must be supplied for each ad.
e. place in 9 x 12 envelope with contestant name and title listed on the outside of the envelope. Complete final tally sheet and bring all ad page envelopes to Contestant's Day on April 14, 2012.
f. Please number each of the envelopes in the order you wish for them to appear.

9. DO THE ADS ALL HAVE TO ARRIVE TOGETHER?

Yes, all ads must be turned in on Contestant's Day.

NOTE: THE DEADLINE FOR ADS AND CHECK IS APRIL 14, 2012

10. HOW SOON CAN I EXPECT MY REBATE CHECK?

Rebate checks will be mailed after May 10 , 2012 as long as all monies have been collected and cleared the bank.

WIN EXCITING PRIZE PACKAGES

FOR THE 2012 MISS OKLAHOMA PAGEANT INCLUDING HOTEL ROOMS & TICKETS

In appreciation of the splendid job our contestants will do with ad sales, the Miss Oklahoma Pageant is providing the top three titleholders these great incentive prizes. To qualify for these prizes you must sell 20 or more Salute Pages.

1ST PRIZE WINNER:

One (1) room, Tulsa Hilton Southern Hills;
for four consecutive nights during the 2012 Miss Oklahoma Pageant, for titleholder's parents.
Two (2) Gold Patron Packages for titleholder's family at the 2012 Miss Oklahoma Pageant.
One (1) Gold Patron Package for Local Director at the 2012 Miss Oklahoma Pageant.

2ND PRIZE WINNER:

One (1) room, Tulsa Hilton Southern Hills;
for three consecutive nights during the 2012 Miss Oklahoma Pageant, for titleholder's parents.
One (1) Gold Patron Package for titleholder's family at the 2012 Miss Oklahoma Pageant.
One (1) Gold Patron Package for Local Director at the 2012 Miss Oklahoma Pageant.

3RD PRIZE WINNER:

One (1) Silver Patron Package for titleholder's family at the 2012 Miss Oklahoma Pageant.
One (1) Silver Patron Package for Local Director at the 2012 Miss Oklahoma Pageant.

(If there is a tie, we will have a drawing to see who the lucky winner will be.
Announcement of the winners will be made after the ad sales deadline.) Good luck!

FOR PROGRAM BOOK SALUTE PAGES INFORMATION, PLEASE CONTACT:

HERB KELLEY at MEEKS GROUP
(918) 832-8206 • herb@meeks-group.com

SAMPLE FORMS

2012 MISS OKLAHOMA SCHOLARSHIP PAGEANT

ORDER BLANK FOR CONGRATULATORY SPACE IN 2012 PROGRAM BOOK

MISS PAGEANT INFORMATION

The 2012 Miss Oklahoma Scholarship Pageant is sponsored by the Miss Oklahoma Scholarship Pageant Corporation. The four performances will be staged in the Mabee Center, on Oral Roberts University, June 2 through June 9, 2012.

If there is more than one sponsor per ad, you must type the names on a separate page and attach it to THIS SHEET.

DEADLINE FOR COPY IS SATURDAY, APRIL 14, 2012.
NO ORDERS WILL BE ACCEPTED AFTER THIS DATE. ALSO, NO EXCHANGING OF PHOTOGRAPHS AFTER THIS DATE!

Special Rates: Black/White Ad $300.00
Color Ad $750.00

The contestant must collect payment from her sponsors for advertising. Payment must be in one check or money order made payable to the Miss Oklahoma Pageant, or all cash per ad. The local pageant officials may need to assist, by reminding their contestant to get their ads in and the money collected.

Please make copies of this order blank if you need more.

ORDER INFORMATION

Technical Requirements are to the right OR refer to "Official Guide" – "Selecting a Design"

❑ B/W Ad ❑ Color Ad

For Miss_____
Purchased By: _____
Address: _____
City: _____ State: _____ Zip:_____
Area Code: _____ Business Phone Number: _____
Area Code: _____ Home Phone Number: _____
Signature of Purchaser _____
Signature of Contestant _____

❑ Yes, I have enclosed my payment. Payment must be ONE check or money order, or all cash per ad. Make checks payable to the Miss Oklahoma Pageant.

NOTE: PAYMENT IS DUE NO LATER THAN SATURDAY, APRIL 14, 2012.

Bring order blank, salute page checklist, artwork, and payment to Contestant's Day on Saturday, April 14, 2012

Please Make Check Payable to the Miss Oklahoma Pageant

TECHNICAL REQUIREMENTS FOR PROVIDED ELECTRONIC FILES

- Final page size: 8 1/2" X 11".
- 1/8" bleed (meaning any artwork that goes to the edge of the page must continue at least 1/8" past the edge of the page).
- All artwork for B/W ads should be in grayscale, 300 dpi. Any artwork in color will be converted to grayscale.
- All artwork for Color ads should be in CMYK, 300 dpi.
- Please provide a printout of the layout to ensure proper output.
- Files must be on CD-R or DVD-R.

ACCEPTABLE FILE FORMATS

PDF or EPS – Please save as high resolution and press-ready. Photos and graphics must be at least 300 dpi and all fonts must be embedded.

JPEG or TIFF – Must be actual size and at least 300 dpi in grayscale or CMYK mode. We recommend saving JPEGS as high quality.

If you have questions . . .

PLEASE CONTACT
HERB KELLEY
at MEEKS GROUP
(918) 832-8206
herb@meeks-group.com

2012 MISS OKLAHOMA SCHOLARSHIP PAGEANT

SALUTE PAGE CHECKLIST

NOTE: Please make copies of this checklist and enclose one checklist with EACH salute page ad in a separate 9 X 12 envelope. Please put your name and title on the outside of each envelope.

NAME: _____
TITLE: Miss _____

1) ___ I have included electronic art for a COLOR salute page and payment of $750.00.

2) ___ I have included electronic art for a B/W salute page and payment of $300.00.

3) ___ I have enclosed PHOTOS and ART/LOGOS to be used in designing a B/W ad and payment of $300.00.

A. My choice for this Salute Page Ad is design option # (circle one)
#1 #2 #3 #4 #5 #6 #7 #8 #9 #10 #11 #12

B. I have enclosed ___ photo(s) for this ad

C. The copy (wording) for this ad is as follows: (please print)
Name: _____
Title: _____
Copy / Wording: (exactly as it is to appear in the ad) _____
_____
_____
_____
_____
_____
_____

D. ❑ I have enclosed an Order Blank with this checklist.

REMINDER: Please include one Salute Page Checklist with each ad and insert each one into a separate 9 X 12 envelope with your name and title on the outside of the envelope. Also, payment must be included with each ad. Payment must be one check, money order or *all* cash per ad. Multiple checks for one ad will NOT be accepted.

Make Check Payable to the Miss Oklahoma Pageant

Good luck and remember: Saturday, April 14, 2012 is your deadline.

EARN CASH REBATES

PAGES	REBATE	PAGES	REBATE	PAGES	REBATE
1-4	None	13	$650	22	$1,100
5	$250	14	$700	23	$1,150
6	$300	15	$750	24	$1,200
7	$350	16	$800	25	$1,250
8	$400	17	$850	26	$1,300
9	$450	18	$900	27	$1,350
10	$500	19	$950	28	$1,400
11	$550	20	$1,000	29	$1,450
12	$600	21	$1,050	30	$1,500

All rebate monies will be mailed after May 10, 2012. Rebates are only given on pages purchased at full price.

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