

# 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 candidate. Each candidate can be featured in five types of pages:

- (1) Personal – showcase your skills, talent, intelligence and beauty
- (2) Good Luck – family and friends can wish you good luck and show their support
- (3) Business – hometown businesses can promote their business and in turn receive marketing and promotion via social media. You can showcase your donors on your own social media accounts. This is a HUGE selling point to businesses.
- (4) Hometown: Chamber of Commerce — some things to possibly include: Population and a fun or lesser known fact about your town.
- (5) Journey: include Education (City/University/Trade School, Field of Study) and brief quote from the candidate about her experience.

## 2. How do I sell these ads?

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

- (1) Ask everyone! Family, teachers, business owners, chamber representatives, employers, friends, college representatives, sororities and community leaders are all examples of people that you can ask.
- (2) Explain why you are selling the ad. It's the BEST prep so take advantage of it! Make a presentation about the Miss Oklahoma/Miss America Program and the benefits you gain. Conclude your presentation and ask the sponsor if they will participate by purchasing an ad. The prep benefit is obvious since 99% of Miss Oklahoma and Miss Oklahoma's OT is speaking and interacting with people.
- (3) Utilize social media. Businesses will respond to social media exposure. They have specific marketing and advertising dollars to spend so let them know that you will promote them via your social media accounts plus a printed page in our program book. Business ads are normally very costly and our pricing is very reasonable and much lower than normal business pricing so be sure to highlight the sensible cost.

## 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 begin until 5 pages are sold. In the past, some titleholders have sold over 35 pages! Plus sell 15 or more ads and be entered for a chance to win exciting prizes. Don't miss out on any of these opportunities.

## 4. How do I reach my goal?

- This is completely in your hands so set your goal and shine and take advantage of the opportunity! It all comes down to numbers. The more people you ask the more you will sell.
- Be creative and accept small donations and combine them to make a full page. 10 people contributing \$35. each is the same as one person paying \$350. For those who can only give a little, it all adds up. Every little bit helps. Don't sell yourself short. True story: one titleholder sold over 3 pages from friends who were struggling college students and each gave a \$5 or \$10 donation.

## 5. What is the cost?

Full-page Black/White ad is \$350.00	(public price - \$750.)
Full page Color ad is \$750.00	(public price- \$1500.)

If you sell one ad page to multiple sponsors, have each sponsor write their check to your local organization or designated person who will deposit all of your sponsor checks, then write one check or money order to the Miss Oklahoma Organization, Inc. for all of your ads. Yes, cash is accepted. **\*The Miss Oklahoma Organization, Inc. prefers one check for all ads but will accept one check per ad page.** Each candidate should check with their local director on procedure for collecting payments.

## 6. How many people will view this ad?

Tens of thousands will see the ad, not only in Oklahoma, but in Kansas, Texas, Arkansas, Missouri and throughout the entire country. With you promoting your ads on social medial the number is even higher.

## 7. What photos should I use?

Select photos that showcase your beauty, personality, platform, education and talent. Take advantage and showcase yourself in your own layout with different looks. Business ads are great and can feature you shopping in their store or posing by their sign. For example – encourage the business to showcase their logo.