



2021 Official Guide to Preparing Your Salute Pages

If You Are Submitting Your Own Ads

The Salute Page reflects the support of the community for the young lady representing them in the most prestigious pageant in the state, and perhaps national competitions. These sponsors give their money, time, and talents to help their "hometown girl" in her quest to attain the Miss Oklahoma crown. The Salute Page is also a way of presenting their candidate to the rest of the state and the judges. This guide serves to provide the necessary information needed to prepare and submit Salute Page ads.

Salute Pages are available in Color or Black and White. Please plan to provide Salute Page ads ready to print that meet the technical requirements listed in this brochure.

The following options are suggestions for creating Salute Page ads:

- **1** The advertiser/sponsor may have a marketing or public relations department that regularly produces advertising pages for publications. This is an easy first choice that adds no additional expense to the cost for the candidate and ensures that the advertisers' approval is received prior to ad submission.
- **2** The Local Organization, Director, Mentor or Sponsoring Organization may have resources to assist in creating Color Salute Pages. This support group is already in place and an integral part of each candidate's success.
- **3** A local graphic designer with first hand knowledge and experience with sponsors would be accessible to the candidate and their local organization. Again, this will help ensure the sponsor's approval in advance of ad submission.
- **4** Transcript Press is able to design your salute pages. Please select one of the templates available in this booklet. If needed, please contact transcriptpress@transcriptpress.com.

Please consider each of these options and choose the one that works best for you. The goal is to have a beautiful program that generates money and represents our great state pageant and the people involved. The Miss Oklahoma Program has been the benchmark for many other state competitions in the past. This is an opportunity to raise the bar to a new level!

As you prepare your ad pages, we ask that you upload all your ads to a Dropbox folder and send the link to that folder to transcriptpress@transcriptpress.com. We prefer the Dropbox submission as this allows each candidate to share large file sizes, keep all their ads in one place and send one email with all their ads. You may create a free Dropbox account by going to www.dropbox.com and click sign up for free. If Dropbox is not an option for you, files may be submitted on CD, DVD, or flash drive. Because of file size, emailing is not an option.

All submitted electronic files need to meet the following technical requirements:

- 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).
- B/W ads should be in grayscale, 300 dpi.
- Color ads should be in CMYK, 300 dpi.
- Please provide a printout of the ad to ensure proper output.

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.

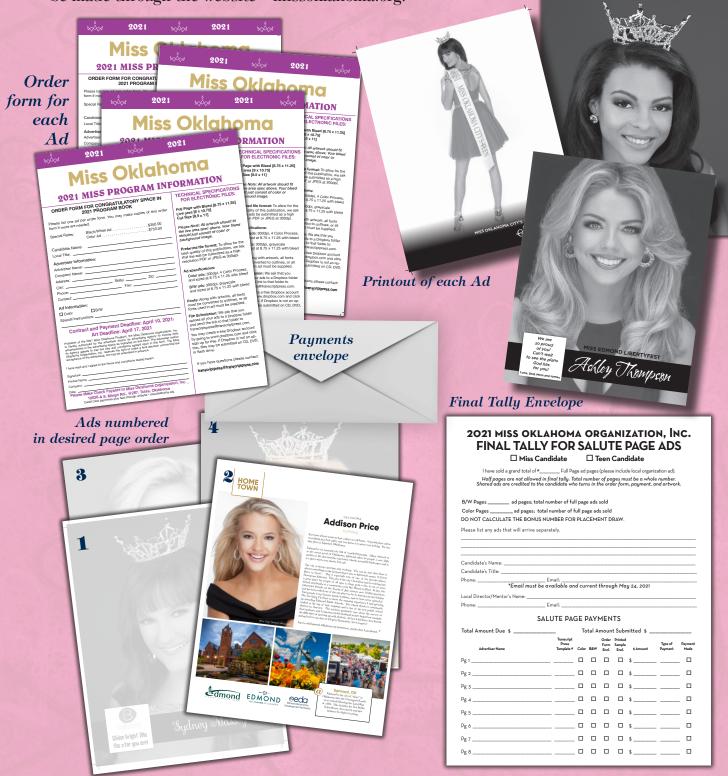
We recommend saving JPEGS as high quality.

THE DEADLINE FOR ORDER FORM and PAYMENT IS April 10, 2021
Art deadline is April 17, 2021

GUIDE TO PACKAGING YOUR CAMERA-READY ADS:

- 1. Complete order form for each ad.
- 2. Include a printout of each ad. Color prints for color ads.
- 3. On Final Tally Envelope, list order you want ads to appear in program.

4. Enclose payment for all ads in a envelope marked payments and placed in Final Tally Envelope. Make checks payable to Miss Oklahoma Organization, Inc. or Credit Card payments plus fees may be made through the website • missoklahoma.org.

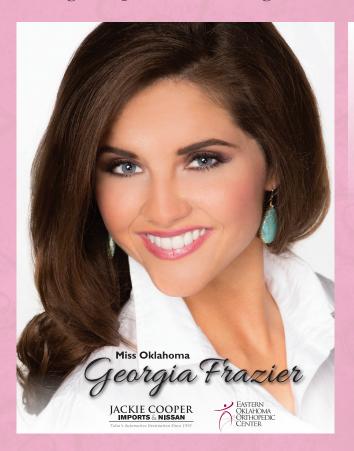


Name your ads by sponsor or number them to match the order you want them to appear in the program. On Final Tally Envelope list your ads and enclose payment.



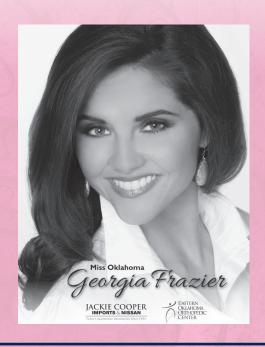
SALUTE PAGE AD SAMPLES

The following examples are shown to give ideas for effective, professional looking ads.



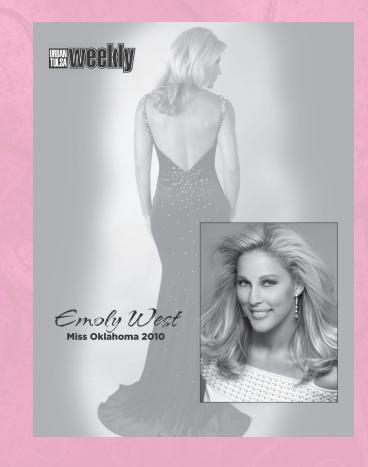
Full portrait ads lend themselves well when you have a simple salutation or small logos only.

Of course, color stands out more, but black and white is also effective.



A ghosted portrait can be used as background with a small portrait in front.

Advertisers logo can be added, and depending on photo used, could add address and phone.



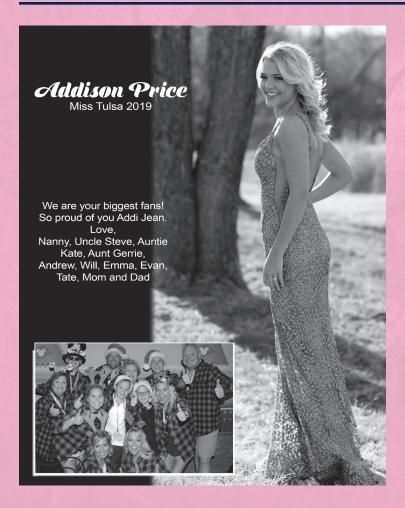
Full body portrait with accent bar is very elegant.
Can use horizontal or vertical accent bar, depending on photo.





We are so proud
you represent
our community!
Your volunteer efforts truly
make a difference.





One formal photo of candidate and family photos, with plenty of room for salutations!

If Transcript Press is Setting Your Ads

Please follow each step below for every ad that Transcript Press will be setting.

	Titule The Tress will be setting.
A.	Complete order form/contract.
В.	Select the template number from template samples #1 - #12 for your ad.
C.	Complete Transcript Press Template Order Form.
D.	List any additional ad info on a separate sheet of paper.
E.	Secure photo(s) and/or disk(s) and/or flash drive(s) for this ad.
F.	Place all of the above in a 9" x 12" envelope. Label upper right corner of envelope with Candidate Name, Local Title and Template #. Each ad must have a separate envelope.
G.	List Ad on Final Tally Envelope and mark accordingly. Complete Final Tally Envelope with the order you want your ads to appear in the program book.
Н.	Place payment in a Envelope labeled payment and placed in Final Tally Envelope. Make check payable to Miss Oklahoma Organization, Inc. or Credit Card payments plus fees may be made through the website • missoklahoma.org
I.	Bundle all Transcript Ad envelopes and place in a larger envelope or secure bundle with rubber bands.

THE DEADLINE FOR SUBMITTING ADS FOR TRANSCRIPT PRESS TO SET IS APRIL 17, 2021

Bring all Salute Ads to Spring Meeting on April 10.

Transcript Press

222 E. Eufaula, Norman, OK 73069 405.360.7999 or 1.800.522.0058

transcriptpress@transcriptpress.com • www.transcriptpress.com





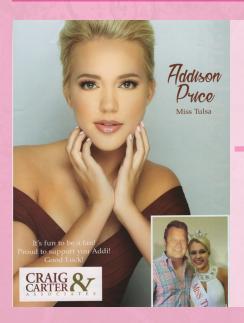
Template #1

Full page Color Ad with name and title

Semplate #2

Full page Black/White Ad with full background portrait and a smaller portrait to the side with name and title





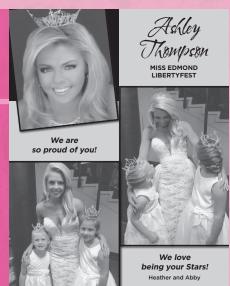
Semplate #3

Full portrait with sponsor's logo and information along with their salutation



Semplate #4

This page you are able to use a portrait of yourself and 2 portraits of your Stars. A sponsor's logo and information could be added.





Green Country Security Systems

Stop Burglary **Before It Happens**

(OK.LIC. #0035)





Template #5

Split a full page with up to 3 sponsors and 2 portraits.

Semplate #6

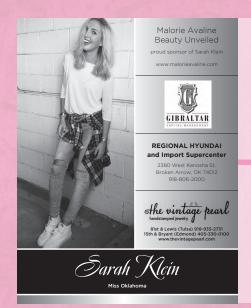
2 half page sponsor ads with sponsor ads with portraits. This would be a good place to support your talent and your platform.











Template #7

Full page portrait along with 4 Business Card size sponsors.

Template #8

Full page family page using 3 portraits.



We are SO proud of you!





Uncle Matt Aunt Merrell

Claire Grace JUMP chance to rent a IACORSON PROPERTY! Stillwater, OK



Semplate #9

Full body portrait with accent bar for sponsor's information.

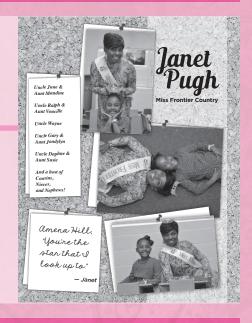


Semplate #10

Use a full face portrait with a side bar for salutation.

Semplate #11

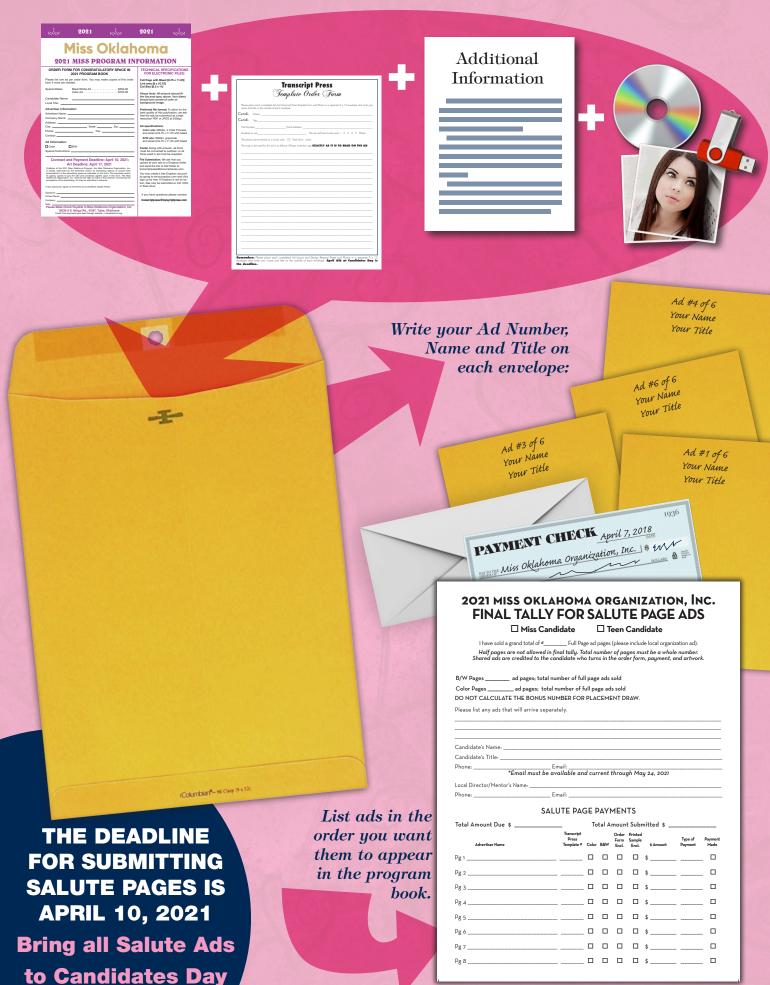
You can use 3 portraits with a background image and include sponsors information along the bottom.





Semplate #12

Simple full page with a nice headshot with name and title.



Final Tally Envelope