

MISS ALABAMA'S OUTSTANDING TEEN GUIDELINES FOR ADVERTISEMENTS

All advertisements are full page for \$185.00 each. **Do not send "camera ready" ads – all ads will be typeset and designed for optimum quality according to printer specifications.** If you would like to provide a sketch of the desired look, we will strive to comply with your requests, but will not guarantee the exact layout.

Each candidate ad (along with all information pertaining to that particular ad) must be in its own separate sheet protector. For instance, if you have nine advertisements, there must be nine sheet protectors – each containing the following:

- Photograph
- Ad copy form filled out completely
- \$185.00 Payment for ad
- Logo if desired

PHOTOS:

For optimum quality, original photographs from your photographer on a CD or Thumb Drive are preferred. You may put ALL photos on ONE Thumb Drive. Your photographs must be 5x7 or 8x10 in size in color or black and white. Original photographs are requested – incorrectly scanned photographs normally reproduce blurry and do not render optimum quality. Do not send scanned photos. Do not provide a laser-print of a photograph from a computer. ALL photos will be scanned to printer specifications. The candidate's photograph will dominate the page. No collages or horizontal photographs will be considered. **Additional photos (other than ONE) will necessitate a \$10 charge per photograph.** (If you wish the same photograph to be used for several ads simply make a photocopy that photograph and insert the photocopy in a sheet protector with other required items and we will pull the original and use for the other ads.) **DO NOT STAPLE, TAPE, OR ATTACH GEM CLIP TO PHOTOGRAPH. A photo release from the photographer is required for each photograph.**

AD COPY FORM:

One form must be completely filled out for each ad, stating what is to be typeset at the bottom of the page. The form is enclosed. Please copy this form as many times as you may need for additional ads.

PAYMENT FOR ADS:

Check or money order for \$185.00. Checks should be payable to Miss Alabama's Outstanding Teen Competition. Do not send cash! If you are paying for multiple advertisements with one check, please indicate on the order form. Do not mix the checks together...each sheet protector should contain payment for one ad and only one ad or a notation that you are paying with one check. **DO NOT MAIL ADS IN WITHOUT PAYMENT!!!!**

LOGOS:

Some business require their logo (optional) to be placed on the ad. If you want a logo used, insert it loosely in the plastic sleeve. We may have to reduce the logo to fit our purposes. Be aware that colorful logos may not reproduce. If your logo does not reproduce to our satisfaction, it will be omitted. **DO NOT STAPLE, TAPE, OR ATTACH GEM CLIP TO LOGO.**

DEADLINE:

WE WOULD PREFER TO RECEIVE ALL ADS AT CANDIDATE ORIENTATION THE FIRST WEEKEND IN JANUARY. However, all ads must be received by Tuesday, January 25, 2022. If you would like to send advertisements early – please do so! Again, send NO CASH! MAKE CHECKS PAYABLE TO Miss Alabama's Outstanding Teen and Mail To:

Anita Walker

986 Montevallo Road, Leeds, Alabama 35094

SUBMITTING ADVERTISEMENTS:

Each advertisement must be submitted in a separate sheet protector (see illustration), and must contain the following:

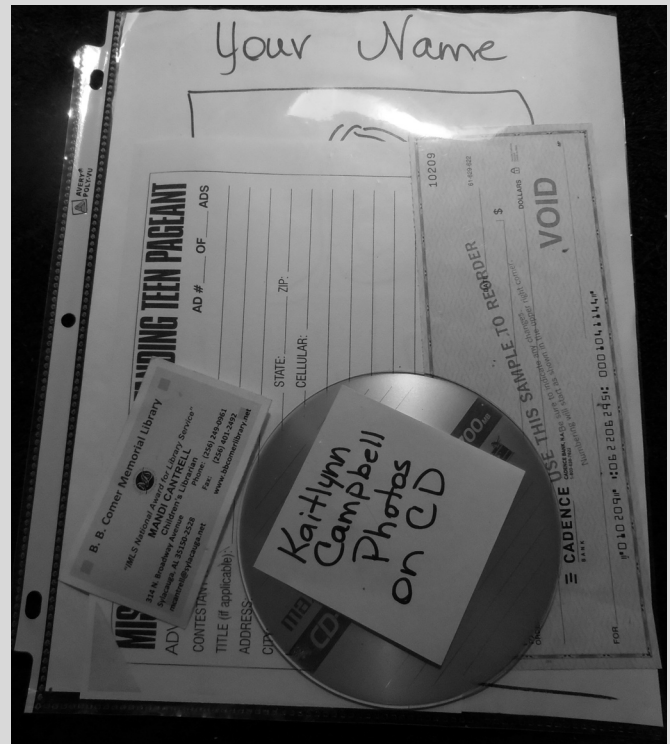
1. Order Form Completely Filled Out
2. Check (\$185.00 per full page advertisement)
3. Photograph (Prefer original from photographer on CD)
4. Company business card or logo (if applicable)
5. Sketch of desired design (if applicable)

NOTE: Printed photographs may be submitted; however, they should be original photos from your photographer – A MINIMUM OF 300 dpi. For optimum quality, photographs printed from a computer are not acceptable.

All original photos may be submitted on ONE CD or Thumb Drive, provided they are 300 dpi. Make sure your CD is properly saved, closed, and burned.

If you prefer our designer to be creative, do not submit a sketch of desired layout.

Artwork/logos submitted on CD must be formatted either “jpg”, “pdf”, or “tiff”.



Sheet Protectors are available at Walmart for less than \$8.00 – 50 pk count

If submitting all photos on one CD – Clearly indicate which photograph should appear on each separate advertisement.

You may submit more advertisements through January 25, 2022.

MISS ALABAMA'S OUTSTANDING TEEN

THE CANDIDATE WHO SUBMITS THE MOST ADVERTISEMENTS BEFORE OR AT ORIENTATION IN JANUARY 2022 WILL RECEIVE A \$100 GIFT CARD!!!

INCREASE SCHOLARSHIPS AND AWARDS WHILE WORKING TOWARD THE INCENTIVE PROGRAM!!!!

Every candidate is encouraged to sell at least four (4) advertisements for the souvenir program book. Candidates who sell four (4) advertisements will be invited to Brunch on Sunday morning, March 6.

CANDIDATES WHO SELL TEN (10) ADVERTISEMENTS WILL RECEIVE: TWO COMPLIMENTARY SEASON TICKETS TO THE MISS ALABAMA'S OUTSTANDING TEEN COMPETITION AND TWO COMPLIMENTARY SEASON TICKETS TO THE MISS ALABAMA COMPETITION IN JUNE.

THE CANDIDATE WHO SELLS THE MOST ADVERTISEMENTS WILL RECEIVE A \$500.00 CASH SCHOLARSHIP!!!!!!!

LOCAL PRELIMINARY COMPETITION ADS

Local preliminary competitions who have a candidate participating in Miss Alabama's Outstanding Teen Competition and have paid the local franchise fee will receive a complimentary advertisement. This ad is to "introduce" their titleholder in the program book. This ad does not count toward your "ad count". It is the candidates' responsibility to have their director provide the information for this ad and submit by the deadline date. **IN ADDITION: Local preliminaries may choose to purchase an advertisement to promote their competition for the upcoming season. The cost is \$185.00. Ask your director if they would like to participate and submit by the deadline.**

WHO ARE GOOD PROSPECTS?

Your family members, friends and neighbors are always happy to put "Best Wishes" ads in the program if they know you are working to earn educational scholarships and awards. People your family members know who will want you to help achieve your "dreams and goals"- store owners, managers, club presidents or officers, church, school or neighbor friends, accountants, hairdressers, gowns and dress shops/boutiques, dentists/orthodontists, pharmacists and physicians, funeral homes, veterinarians, mechanics, dance studios, voice teachers, instrumental teachers, restaurants – anyone your family does business with are excellent prospects. Your doctor and dentist have watched you grow up and should be eager to help also. Don't forget your parents' insurance company (auto, home, life) and community business people and clubs who sponsor youth oriented activities.

WHAT DO I TELL PROSPECTIVE ADVERTISERS/SPONSORS?

Their participation will help pay for educational scholarships and awards.

Their advertisement will be printed in approximately 400 Miss Alabama Outstanding Teen program books which will be seen by hundreds of consumers all over the state!

ADVERTISING INFORMATION

Cost: black and white ads only - \$185.00 each

ADS ARE ACCEPTED THROUGHOUT THE YEAR – PLEASE MAIL ADS AS YOU SELL THEM, OR, WE ENCOURAGE YOU TO BRING ADS WITH YOU TO CANDIDATE ORIENTATION IN JANUARY.

ALL AD PAGES AND PAYMENT MUST BE RECEIVED JANUARY 25, 2022.

Anita Walker
Miss Alabama's Outstanding Teen
986 Montevallo Road
Leeds, Alabama 35094
e-mail: walkeranita0204@gmail.com

QUESTIONS?
Contact Anita Walker walkeranita0204@gmail.com
205/223-5127

Miss Alabama's Outstanding TEEN

2809 Crescent Avenue Suite 2 • Birmingham, Alabama 35209 • 205-871-6276

The 19th annual Miss Alabama's Outstanding Teen Competition will be held March 5-6 in Alabaster. Girls from across the state will be competing for the title of Miss Alabama's Outstanding Teen 2022. The winner will compete in the Miss America's Outstanding Teen competition. The candidates are given the opportunity to sell full page black and white ads in our souvenir program book. There will be more than 1,000 in attendance. Please help support these young ladies with an ad page. We are a not-for-profit 501c4 Tax ID 63-0810076. If you need additional information. Please contact me at 205-223-5127.

Anita Walker

Miss Alabama's Outstanding Teen Director

Full Page Black and White ad \$185.00

Proceeds from the competition helps support our scholarship program.

RECEIPT

DATE: January 2022

TO:

DESCRIPTION		
AMOUNT		
Miss Alabama's Outstanding Teen Ad Page		\$185.00
TOTAL DUE		\$185.00

Thank you for your support of the Miss Alabama's Outstanding Teen Competition. The Miss Alabama Competition is a 501c4 Tax ID 63-0810076.

MISS ALABAMA'S OUTSTANDING TEEN COMPETITION

ADVERTISEMENT ORDER FORM

AD # _____ OF _____ ADS

CANDIDATE NAME: _____

TITLE (if applicable): _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

HOME TELEPHONE: _____ CELLULAR: _____

EMAIL: _____

COMPANY/INDIVIDUAL PURCHASING AD: _____

TELEPHONE NUMBER: _____

INSTRUCTIONS/NOTES: _____

☐ LOGO PROVIDED ☐ PHOTOGRAPH ENCLOSED ☐ \$185.00 CHECK/MONEY ORDER ENCLOSED

☐ \$10.00 EACH
ADDITIONAL PHOTO

MISS ALABAMA'S OUTSTANDING TEEN COMPETITION

ADVERTISEMENT ORDER FORM

AD # _____ OF _____ ADS

CANDIDATE NAME: _____

TITLE (if applicable): _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

HOME TELEPHONE: _____ CELLULAR: _____

EMAIL: _____

COMPANY/INDIVIDUAL PURCHASING AD: _____

TELEPHONE NUMBER: _____

INSTRUCTIONS/NOTES: _____

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ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

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MISS ALABAMA'S OUTSTANDING TEEN COMPETITION

ADVERTISEMENT ORDER FORM

AD # _____ OF _____ ADS

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TITLE (if applicable): _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

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EMAIL: _____

COMPANY/INDIVIDUAL PURCHASING AD: _____

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