

# MS SENIOR AMERICA PAGEANT PROGRAM BOOK AND WEBSITE “GOOD LUCK AD” INSTRUCTIONS

The Pageant publishes a Souvenir Program Book as a lasting tribute to the contestants. The printed Program Book is distributed at the Pageant Finals and may be offered for sale to audience members at a nominal price.

Each contestant also has her photo and biography on her State Queen’s page on our website, [www.senioramerica.org](http://www.senioramerica.org). The State Queen’s page goes up about three weeks after her application is complete and stays on the website after the pageant. This is another place that your good wishes can appear.

All advertising is subject to approval of the publisher. Advertising which violates commonly accepted standards will not be accepted. Advertisers and their agencies assume all liability for all content of advertisements published and for all claims arising in connection with the publication of the ads.

NOTE THAT CONTESTANTS ARE PERMITTED TO APPEAR IN THEIR STATE CROWNS AND BANNERS IN PHOTOS USED IN ADS IN BOTH THE PROGRAM BOOK AND ON THE WEB.

-----Specifications and Rates are as follows: -----

For Program Book Ads:

Black & white;

Jpg or pdf files only

Full Page, 7 1/2"w x 10"h, portrait orientation only	\$300.00
Half Page, landscape orientation only, 7 1/2"w x 5"h	\$150.00
Quarter Page, portrait orientation only, 3 3/4"w x 5"h	\$100.00
Business Card ,	\$ 75.00
Booster (2 lines),	\$ 50.00

For Web ads:

Color

JPG files only (NO TIFF, PDF OR ANY OTHER TYPE OF FILE)

500 pixels wide by 300 pixels high, landscape orientation only	\$500.00
--	----------

-----  
The absolute deadline for all advertising is August 15, 2017.

All ads must be submitted by email to [senioramerica@pobox.com](mailto:senioramerica@pobox.com). Pay ONLINE or by MAIL

To submit and pay online, go to [www.senioramerica.org/goodluckads.asp](http://www.senioramerica.org/goodluckads.asp) and pay for the ad you’d like to place. Then email your ad to [senioramerica@pobox.com](mailto:senioramerica@pobox.com) with “AD” and your favorite contestant’s name in the subject line.

To submit by mail, complete the form below, and mail it with your check and a paper copy of your ad to Senior America Inc at PO Box 116, Allenhurst, NJ 07711 Then email your ad to [senioramerica@pobox.com](mailto:senioramerica@pobox.com) with the word “AD” and your favorite state in the subject line.

**MS SENIOR AMERICA SOUVENIR PROGRAM BOOK AND WEBSITE  
"GOOD LUCK AD" ORDER FORM**

To submit by mail, complete the form below, and mail it with your check and a paper copy of your ad to Senior America Inc at PO Box 116, Allenhurst, NJ 07711 Then email your ad in one of the permitted file formats to senioramerica@pobox.com with "AD" and your favorite state in the subject line.

I/we the undersigned, accept the publisher's requirements as noted in the "Good Luck Ad" Instructions and hereby subscribe to the following:

Please specify how many of each selection:

_____ Program Book Full Page, 7 1/2"w x 10"h,	X	\$300.00 =	_____
_____ Program Book Half Page, 7 1/2"w x 5"h	X	\$150.00 =	_____
_____ Program Book Quarter Page, 3 3/4"w x 5"h	X	\$100.00 =	_____
_____ Program Book Business Card	X	\$ 75.00 =	_____
_____ Program Book Booster (2 lines)	X	\$ 50.00 =	_____
_____ Web Ad 500 pixels wide by 300 pixels high	X	\$500.00 =	_____

**TOTAL ENCLOSED: \$ \_\_\_\_\_**

*My favorite state is:* \_\_\_\_\_.

**YOUR AD AND PAYMENT MUST BE RECEIVED BY AUGUST 15, 2017**

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Cell Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_