



**2011 Miss'd America Pageant**  
Historic Boardwalk Hall - Atlantic City

**Sunday, January 16, 2011**

Dear Potential Advertiser:

Yes, it's that time of year again! A souvenir Program Book is being produced and will be the premium vehicle for your business to reach the GLBT (Gay, Lesbian, Bisexual, Transgender) community. Last year, the pageant drew over 1,200 people and raised thousands of dollars for various charities.

The Press, New York Times, Associated Press, and Miami Herald have written and professed the "uniqueness and craziness" of this show.

We are seeking your support while offering a unique opportunity to connect with new audiences and customers. Ad prices and specs are listed below, and keep in mind there is a "Most Original" Ad award presented at the show, so please make your ad clever and fun!

Please see the attached rate sheet for information on advertising rates and contacts. We look forward to your participation and seeing you at this great event.

Should you have any questions regarding advertising sales, contact Jean Muchanic at 449.1360 or email [acglbt@yahoo.com](mailto:acglbt@yahoo.com)

Sincerely,

Miss'd America Program Book Committee





**2011 Miss'd America Pageant**  
Historic Boardwalk Hall - Atlantic City

# Souvenir Program Book Advertising Specifications

## Center Spread

9.5"w x 7.75"h\*

\*Live copy should be placed at least .25 in from spine



Available to the first Platinum Sponsor Only

## Covers

Live: 4.75"w x 7.75"h  
Trim: 5"w x 8"h  
Bleed: 5.25"w x 8.25"h

Available Only At The Sponsorship Levels

## Full Page - No Bleeds

4.75"w x 7.75"h

## 2011 Advertising Rates

Full Page	\$225.00
Half Page	\$125.00

## Premium Cover Positions

Available only at the sponsorship levels. For sponsorship information, contact Patrick McCormick at [patrick.mccormick@taj.trump.com](mailto:patrick.mccormick@taj.trump.com)

## Half Page - No Bleeds

4.75"w x 3.875"h

All checks should be made payable to **The Greater Atlantic City GLBT Alliance** and mailed to

Ad Program Book Committee - Greater Atlantic City GLBT Alliance  
P.O. Box 7941 - Atlantic City, NJ 0404

## Accepted file formats

**PDF & JPG** (Must be at least 300 ppi and CMYK)

All artwork not supplied according to specifications shall be returned.  
All artwork and any questions regarding advertising specs should be sent to Larry Sieg at [lsieg@accva.com](mailto:lsieg@accva.com)



## Advertising Order Form

Fill out this form and mail to the address at the bottom of page

Full Page

Half Page

### Ad Deadlines

Space: December 20, 2010

Artwork: January 5, 2011

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

Organization: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Visa  Mastercard  American Express  Check

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardmember Name: \_\_\_\_\_

Address: \_\_\_\_\_  
*if different from above*

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

Please make checks payable to **Greater Atlantic City GLBT Alliance**  
and mail to: **Attn: Program Ad Book Committee**  
**P.O. Box 7941 • Atlantic City, NJ 08404**