



Saturday, January 21, 2012

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 1,500 people and raised thousands of dollars for various charities.

We are seeking your support while offering a unique opportunity to connect with new audiences and customers.

Please see the attached rate sheet for information on advertising rates and contacts. We look forward to your participation and seeing you at the 2012 Miss'd America Pageant.

Should you have any questions regarding advertising sales, contact Jean Muchanic at 449.1360 or email jmuchanic@abseconlighthouse.org.

Sincerely,

Miss'd America Program Book Committee





Advertising Order Form

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

Full Page

Half Page

Inside Front Cover

Inside Back Cover

Center Spread

Ad Deadlines
Space: December 20, 2011
Artwork: January 5, 2012

Name: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Visa Mastercard American Express Check

Card Number: _____ Exp. Date: _____

Cardmember Name: _____

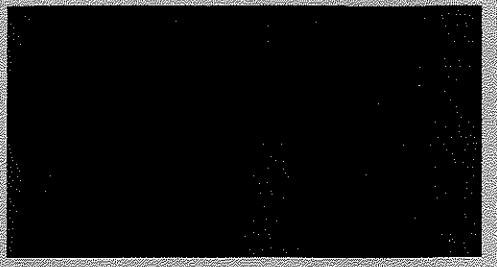
Address: _____
if different from above

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

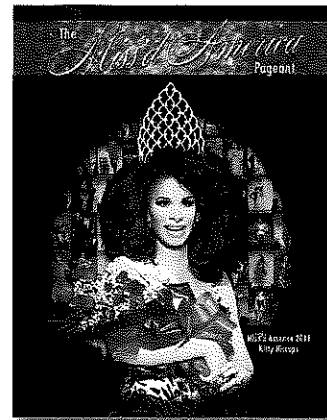


Souvenir Program Book Advertising Specifications



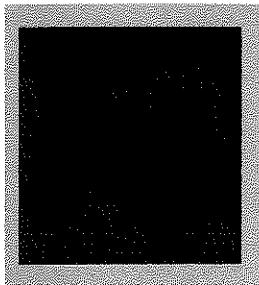
Center Spread

Live: 9.5"w x 7.5"h*
 Trim: 10"w x 8"h
 Bleed: 10.5"w x 8.25"h



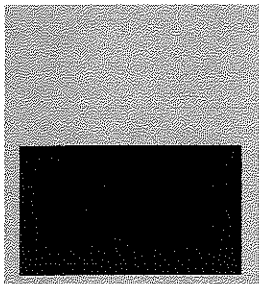
(Inside Front/Inside Back & Back Cover)

Live: 4.75"w x 7.5"h
 Trim: 5"w x 8"h
 Bleed: 5.25"w x 8.25"h



Full Page - No Bleeds

4.75"w x 7.5"h



Half Page - No Bleeds

4.75"w x 3.625"h

2012 Advertising Rates

Full Page	\$225.00
Half Page	\$125.00

Premium Positions

Inside Front/Back	\$400.00
Back Cover	SOLD
Center Spread	\$1,000.00

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 08404

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@acglbt.org