

## Program Book Ad Page Requirements including Tips

**Congratulations** for joining the pageant and good luck in all of your endeavors. You and your family will remember this experience for many years to come; therefore, it is important for you to have lasting memories in many different forms. One of the requirements for your pageant is to have a minimum number of page advertisements for the program book so why not combine this requirement with your desire to have a great memory recorded in print?

Although only a few pages are required for the program book, the more pages you have the more rewarding this experience will be for you. You can sell ads to sponsors or you can have your own personal page thanking your family, friends and sponsors for all the help and support they have given you. Many contestants have a personal page, a family page and pages for their sponsors.

**Ad Pages Tips** (These tips may or may not be encouraged by your director so please check with them)

Even though you are required to pay a certain amount for the page that does not mean you cannot charge more to your sponsors. YOU determine what you would like to charge the sponsor.

### **Tip One: YOU determine the price you want to charge**

**For example:** if you are required to pay **\$300** for a full page ad, you can instead charge \$350 – \$450 for a full page, \$175 – \$275 for a half page, \$100 – \$200 for a quarter page and \$25 – \$50 for a business card or \$25 for a Good Luck Line. If you sell 6 business cards or Good Luck Lines then you have your page paid for. It is easier to get \$25 – \$50 from 20 people than \$300 from one person. Any extra money you earn can be used for your attire, shoes, hair & makeup or anything else you need for the pageant.

### **Tip Two: Give everyone the opportunity to help you**

Please do not think that you are imposing on or taking advantage of anyone by asking for sponsorship. Give your family and friends the opportunity to help you succeed. Businesses normally pay far more for advertising than what you will be charging them. The price you charge the sponsors should depend on what you choose to charge them, but don't get greedy.

### **Tip Three: Follow-up in person**

Many contestants mail the ad forms to people and expect to get them back in the mail. Please don't depend on ANYONE mailing anything back to you because chances are they won't. The best thing to do is go to your potential sponsor yourself with the forms, talk to them yourself and give them sweet smiles and innocent eyes. How could anyone say no to that?

### **Tip Four: Do NOT ask “Yes” or “No” questions**

**Do NOT** ask any “yes” or “no” questions. “Would you like to sponsor me?” **“NO, SORRY”** Instead, tell them about your pageant, tell them how you will benefit and give back or influence the community should you win, and then give them the sponsorship form, tell them the ways they can sponsor and ask them: “Which way would you like to help?” The SHUT UP, smile and wait.

The more ads you have, the greater the chances are of you paying less money out of your own pocket for pageant expenses and possibly winning other awards. Give yourself every opportunity to bring home as many prizes and awards as possible. You deserve it. You may also be able to upgrade your pages to full color or possibly buy high profile pages that can be made in full color. If you are interested in color pages, just mention it to the pageant director.

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### Ad Page Requirements

When it comes to the ads, you are responsible for turning them in ready for printing. You can do them yourself, have someone do them for you for free or pay someone to do them for you.

### Do-It-Yourself

The easiest and cheapest way is for you to cut your photos, type everything on blank sheets of paper and cut them out, then paste everything you have on an 8 ½" x 11" sheet of paper. The page is then ready for scanning. This ad is similar to putting together a scrapbook but you are very limited design creativity and it does not look professional.

You can also do them yourself on a computer using some of the programs available for layout and design, but you must save them only in the formats listed below. The ad page requirements are as follows:

- **Page size:** 8.75" x 11.25" (for a full bleed) at 300 dpi (see diagram below); 8.5" x 11" at 300 dpi are also acceptable but be careful of the text;
- **Trimming:** The book itself will be printed on larger sized paper but trimmed down to so any text close to the edge may be cut off in the trimming, especially the pages closer to the center of the book;
- **Text:** All text must be at least .5" away from the edges so they don't get cut off in the trimming of the book;
- **Formats:** Acceptable formats include jpg, tif, pdf, psd, doc, docx, pub, wps. Most programs can save files in the PDF format simply by going to "File/Save As/PDF or XPS" and then clicking Publish; programs may differ slightly;
- **Suggested Programs to use:** Adobe Photoshop, Photoshop Elements (any photo editing program that can save the files in formats jpg, tif, pdf or anything Adobe Photoshop can read); Microsoft Word, Works and Publisher; the best thing to do, once you are satisfied with your ad, is to use the "File/Save As/PDF or XPS" option already mentioned;
- **CAUTION: Do NOT make an ad page using Power Point.** Power Point is a program designed for doing computer presentations and the pages do not have high enough resolution to be printed in a program book. Any page designed in MS Word, Works or Publisher may produce some surprising results on my computer since I may not have the type of fonts you have on your computer or you may use some fancy Word Art that is available. If you do use any fancy formatting then it is very important to convert the file to a PDF format so it retains your desired effects ("File/Save As/PDF or XPS");
- **Photos** may be put to the edge of the page (full bleed) but remember that the edges of the photos may be cut off in the printing process. **Text** should not be placed closer than .5" away from the edge of the page;
- **Naming pages:** You have no idea how many files I receive that are named "Ad page 1" or "Ad page 2"; please name each ad page uniquely and with the last name of the contestant such as "Riley01; Riley 02; McDonald01; McDonald02; McDonald03" etc.; if you have a certain order then number them in the order you would like them; if pages need to be next to each other then identify them as such "Richards01L; Richards02R"; I cannot guarantee where the pages will wind up in the book, but I do my best to keep a contestant's pages together and I definitely keep facing pages together if informed;
- **DEADLINES:** Deadlines are very important to keep. Not only do I need a finite amount of time to layout the book, but the printer needs a finite amount of time to prepare the book, print the book, collate and trim the book. I need at least a week to put the book together once I receive all the files and information that are necessary for the book. The printer needs at least week to do his end. The sooner you can get the ad pages to me the better. You do not have to get them all to me at the same time. My rule for the deadline is simple: all ads are due two weeks prior to the pageant. PERIOD.

### Have Friends Do It

If all of this seems confusing to you then it is probably better for you to have someone else design and layout your ads for you using a computer. You may have some friends who would be willing to do this for you but be warned that each page may take 2 – 3 hours to design and non-professionals may not be able to dedicate his or her time or full-attention to the task. Also, friends tend to wait until the last minute to make the pages and often, I have found, go past the deadlines.

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### **Hire Someone**

The last option is to hire someone to layout and design your ads for you and that may be expensive. That is where I come in. I can offer my professional photographer and computer designer services to you to help take this potential headache away from you at very reasonable prices.

### **Delivering Ads to ME**

It is your responsibility to get the ads to me. Even if you give them to the director please follow-up and make sure I got them okay. Ads may be given to me on a flash drive, CD, CF card or email. If your file sizes are too large to email then I suggest you start a **You Send It** account (it's free) by going to [www.yousendit.com](http://www.yousendit.com). Through **You Send It**, you can send one file at a time at up to 100 MB. If you need to send more than one, then simply send them separately. **You Send It** will send a link to my email and I will retrieve your ad page.

When sending an ad through email or **You Send It**, please make sure the contestant name and ad page # is in the subject of the email. Please don't assume I recognize your email and I will know who the ad is for. Having the info in the subject helps me tremendously and saves time.

**Do NOT** push the deadline. If you live in Makaha or on an outer island, getting the ads to me early is very important in case there is something wrong with the ads. I have had many parents or contestants meet me at all hours of the night in order to deliver a corrected file.

### **Communication**

The best way to communicate with me for ads is by email ([rick@hawaiiprofiles.com](mailto:rick@hawaiiprofiles.com)). If you have changes and the files are already flattened, then I probably may not be able to help; but if you have corrected your own ads and need to replace them or if I made your ads and there are additions or corrections, then email is the best way to communicate.

Text me to alert me.

Text me whenever you have any questions about anything or need help with something.

Calling me also works.

You can find me on Facebook (search Richard Bernico or [rebth1st@yahoo.com](mailto:rebth1st@yahoo.com)). You can also join my Facebook photographer page (search Hawaii Profiles).

My Model Mayhem # is 1026086.

Other sites: [www.hawaiiprofiles.com](http://www.hawaiiprofiles.com); [www.hawaiiprofilesalleries.com](http://www.hawaiiprofilesalleries.com); [www.hawaiiprofilesosting.com](http://www.hawaiiprofilesosting.com)

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### Photo and Design Services

**Photos only:** If you decide you want to layout your pages yourself but need good photos then we can do a mini-photo shoot. The price is contingent upon the number of girls scheduled for the shoot so if you want to save money, get one or two of your pageant sisters together and schedule your shoot:

- One girl alone: \$150
- Two girls: \$100 each (\$200 total)
- Three girls: \$75 each (\$225 total)
- Mini-mini shoot (headshot and up to 25 photos, 1 outfit only): \$50;

**Layout and design only:** If you have the photos and all the information for the ads already but just need the layout and design of your pages then we can do that as well.

- One full page: \$50
- Two full pages: \$90
- Three full pages: \$125
- Every page above the third page: \$25 per page

**Mini-shoot Special after head-shot shoot:** On a one-time limited basis, after the head-shot photo shoot, I will offer a mini-photo shoot (1 change only) for \$50. This will include 1 ad page layout. Additional pages will be only \$25 each. Please make sure make-up is done very well for the head-shot shoot.

**Full package:** This package will include a photo shoot, up to 2 full page ads designed and laid out for \$150. Any additional full page beyond two will be only \$25 per page. Normally my photo shoots are \$250 alone and my layout for each full-page ad is \$75, so you are getting a deal. Hair and makeup is your responsibility and should be done by a professional for your photo shoot and especially for the pageant. I can provide an on-site hair & makeup artist for \$150.

Schedule your shoot as soon as possible. Plan your shoot with one or two of your friends to make this more enjoyable for yourself and to get closer to your pageant sisters. Remember the ad deadline and get your ads finished as soon as possible. Running in a pageant is a once-in-a-lifetime experience for most young ladies so make this the most positive and memorable experience you can. Good luck to all of you.

**Hair & Makeup:** There are a number of make-up artists that I have worked with and are very happy with their work. They would be available for pageants, weddings, photo shoots, parties, events and anything else you need. These girls get hired very quickly for pageants so the sooner you call them the more of a chance you have of hiring them. Contact me if you would call any of them (sometimes hair & makeup artists are not allowed back-stage so you need to check with the director).

**Rick Bernico**  
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**If you do choose me** to layout your ads here are some things to keep in mind:

1. Photos of family members and friends can be used in your ads so get them to me as soon as possible.
2. Business cards or business logos or ads made by your sponsors must be given to me as well for scanning or placement.
3. If your sponsors make their own ads then they must use the format listed above.
4. Anything you need typed must be typed by **YOU** in **Microsoft Word or Works** (**NOT** Word Perfect) or in the body of an email sent to me. I guarantee that if I have to type things myself then I will definitely make mistakes.
5. It is good to call me, but if you email your requests or changes to me then I will not forget them (I'm a little scatter-brained sometimes ☺).
6. In your first email, give me an outline list of your ad pages and a description of each page. If you have any questions at all be sure to call me. I sleep late and get up early. When in doubt ... EMAIL ME.

### After the Pageant

I will be photographing the entire pageant. I will offer a number of products after the pageant which will be great mementoes of your entire pageant experience. Here is a list of some of the photo products that will be available for purchase after the pageant. You must preorder and prepay for all of the items in order to take advantage of the special offer. CDs of the contestant will be given as a bonus for ordering the Hard-bound photo book, a 16x20 canvas print or larger, or a post pageant photoshoot.

- CD of the pageant mostly your photos and group shots: \$25 prepaid/\$35 after pageant
- CD of entire pageant: \$40 prepaid/\$50 after pageant
- Commemorative photo book designed similarly to the program book: \$25
- Various size enlargement prints
- Poster sized prints: 16" x 20" & 20" x 30"
- Canvas prints: 11" x 14", 16" x 20" & 20" x 30"
- Photos will also be available for viewing and printing by going to: [www.hawaiiprofiles.com](http://www.hawaiiprofiles.com)

### Method of Payment

1. Of course cash is preferred.
2. The second preferred option is to go to my website ([www.hawaiiprofiles.com](http://www.hawaiiprofiles.com)), click on the "Pay Pal donate" button and use and a major credit or debit card to make your payment. The Pay Pal site will walk you through the payment process. Make sure you put your name, mailing address and purpose for the payment. Make the purpose as accurate as possible. As soon as I receive email verification of the payment I will process the order.
3. Checks are least preferred but my arm can be twisted. Checks must clear before the order is placed.

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Design page width to 8.75" to be trimmed to 8.5" • Photos may bleed over the edge  
Keep all text at least .5" away from the edges. The printer will trim the books.



Design page height to 11.25" to be trimmed to 11" • Photos may bleed over the edge  
Keep all text at least .5" away from the edges. The printer will trim the books.

Acceptable formats include: jpg, tif, pdf, psd, MS Word, MS Works, MS Publisher  
Ads may be turned in on a CD, thumb drive or sent by email if size permits  
Please name each ad page with your last name & number ( Tseu01, Tseu 02, etc)