



2020 Program Book Ad Sales Guidelines and Information

The Miss Vermont Scholarship Organization publishes a souvenir program book that is sold at the competition to the audience. The book features highlights of the Miss Vermont program and the Miss America program, as well as photographs and biographical information about our contestants.

All contestants are asked to sell one full page of ads for the Program book. This experience provides public exposure to MVSO, while providing life skills training for you in learning how to present a marketing opportunity to the public, and how to represent yourself, what you believe in, and the MVSO Mission and Vision. To assist contestants in their efforts to raise funds for their expenses while competing in the State Finals, the Miss Vermont Scholarship Organization has developed a sales incentive program. Contestants will receive a 20% rebate for all sales exceeding the full-page sales recommendation.

To satisfy your full page of advertising recommendation, you can sell:

- 7-8 business card ads @ \$45 each
- 4 Quarter page ads @ \$85 each
- 2 half page ads @ \$160
- 1 Full page ad @ \$300

Once you achieve your full-page goal, 20% of everything you sell (in excess of \$300) will come back to you to use at your discretion. MVSO will be happy to transfer ad-sales rebates directly to your account at Children's Miracle Network Hospitals to assist you in reaching your fundraising goal.

Examples of how to make ad sales work for YOU:

- \$500 in ad sales = \$50 rebate; cash or applied to your CMNH goal.
- 3 full page ads = \$150 rebate; cash or applied to your CMNH goal.
- \$1,100 in ad sales qualifies you for a \$200 rebate.

All camera-ready ads in PDF or format must be submitted by April 1, 2020 to be included in the program book. We appreciate the support of your advertisers and want to represent them in the best possible way with the correct logo and ad information. Please use the ad sales forms provided to you.

Businesses purchasing an advertisement may email their ads to executivedirector@missvermont.org.

Checks or cash for ads can be mailed to: **Barbara Wilkinson, Executive Director, MVSO, P.O. Box 8422, Essex Junction, VT 05451.** Please email Barbara at executivedirector@missvermont.org to make other arrangements for delivery of ad sales payments.

Ad-sales payments may be submitted with a credit card via PayPal through the Donation button on www.missvermont.org. If your advertiser is using PayPal, please email Barbara with the advertiser's name and ad information so you will receive proper credit for the sale.