

Camera Ready Art

1.616.350.4600
graphicscomp@charter.net

Camera-Ready

Camera Ready Artwork: Paste up artwork (mechanical) in which all type is set and sized correctly and pasted up in correct position. Camera ready art is just what the name implies: a clear, crisp, uniform image that represents your business identity. All corrections have been made and is complete in every sense. The type, artwork and graphic materials should be a very high black-and-white (B&W) contrast ready to be scanned. Specific instructions should accompany the artwork. Photos are submitted separately.

I will do simply typesetting free of charge.

What you Need To Supply for Art:

If you are supplying your artwork on paper, you'll want to follow these guidelines to ensure your imprint looks as clear and crisp as possible:

Camera ready art IS NOT faxed copies, letterhead, business cards, photocopies, hand sketches, imprinted merchandise, or any other artwork which needs to be touched up. However, the graphic artist that created the above items for you would probably have the original artwork on file that WOULD be camera ready, so don't despair!!

We cannot accept artwork from

your web site, as web graphics are low resolution and NOT suitable for imprinting purposes. On disk or via email we accept:

- Adobe Illustrator- .eps, or .ai files; Please convert all text and graphics to outlines or paths.
- The resolution or dpi should be set at least 800 dpi when creating camera ready art .
- NO GIF, JPG, CGM, PUB, BMP, WMF, DOC OR PICT FILES!! (the resolution is too low for an acceptable imprint)
- SEND A LASER PRINTED PROOF WITH THE DISK.

Creating and Updating Your Camera Ready Art

When creating and updating your camera ready art, keep this in mind:

- LOGO. Your logo is the single most important element in your advertising or marketing materials. If you don't have a great logo, get one. Your logo should represent what you actually do, be visually arresting, and look great.
- GIGO. "Garbage in, garbage out." Regardless of the quality of the publication, poor artwork doesn't heal itself. Faded photocopies, faxes of faxes, or that business card that's been folded up in your wallet is not ready to be printed.
- KISS. "Keep it simple, and the same." Develop a distinctive look (including type style) for your business promotions, and stick with it—for a good long time. Don't expect your potential customer to spend even a moment figuring out who you are and what you do.



15366 Bayou Meadows Court • Spring Lake, MI 49456

Salute Ads

Sponsorships and Ad Pages

Each contestant will be asked to sell a minimum of five full pages to raise \$1250.00 in sponsorships. The cost for a full page ad page is \$250.00 with a size of 11 inches tall by 8 1/2 inches wide. The cost for a half page ad is \$150.00 with a size of 5 1/2 inches tall by 8 1/2 inches wide. And the cost for a quarter page ad is \$100.00 with a size of 5 1/2 inches tall by 4 1/4 inches wide. Please send all ads to:



c/o Korina Young
15366 Bayou Meadows Court
Spring Lake, MI 49456

Files also may be emailed to:

graphicscomp@charter.net

Please note: the deadline for the cash incentives, as well as the Grand Prize is April 20, 2009. All ads and payments must be submitted to the Graphics Company by the respective date.

Questions, please call 1.616.350.4600 or email at graphicscomp@charter.net.

Thank you


Korina Young

2009



PROGRAM BOOK SALUTE AD SALES

The 2009 commemorative program book will be a keepsake for you, your family, friends, and the volunteers of this organization for years to come. Your participation with the program book is key to its success. Therefore, we are asking for your help in selling salute ads for the program book. By selling salute ads, you will help the state scholarship fund grow and bring awareness to your local/state scholarship program.

Our goal is to make the 2009 commemorative program book the best we've seen yet. Therefore, we are asking that each contestant and director to sell a minimum of five full pages in the commemorative program book. We have established an incentive program that will allow you to earn cash awards/prizes, as well as determine your contestant line up for the 2009 show. See below for details.

INCENTIVE PROGRAM!

Miss Michigan Scholarship Pageant

The contestant who sells the most ad pages by March 7, 2009 will be allowed to select their contestant number first for the 2009 State Pageant. The contestant who sells the second highest pages of ads will pick their contestant number second and the process continues the same way for all remaining contestant numbers. In addition to the selection of your contestant number, you will have the opportunity to earn cash awards and prizes.

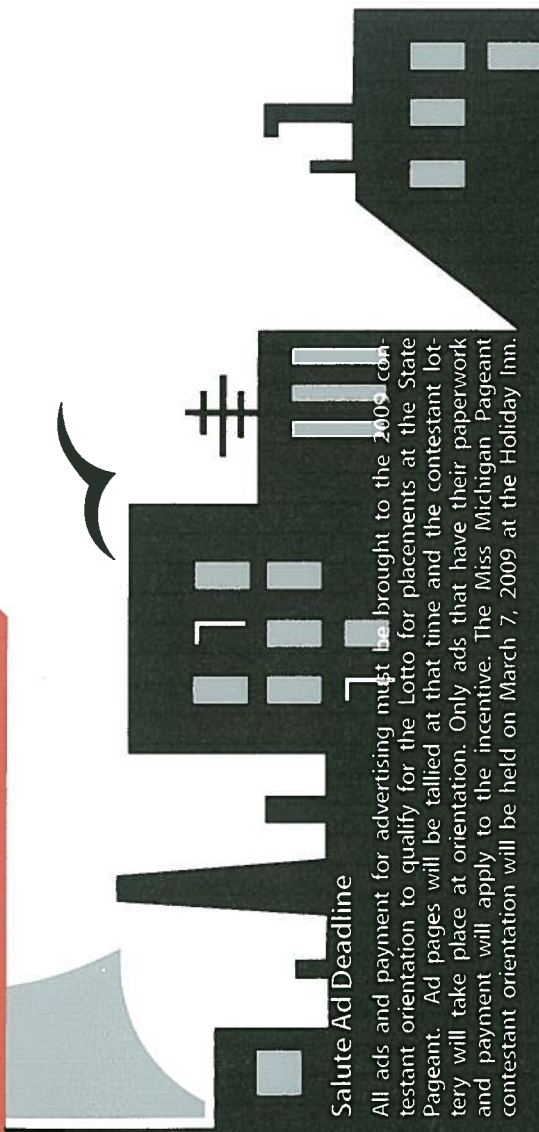
Cash Awards & Prizes

- Every contestant who sells a minimum of 10 full pages of ads will receive a cash award of \$250.00!
- Grand Prize - The contestant and director that sells the most ad pages (over 10 pages) by April 20th will receive the following:
 - Trip to the 2010 Miss America Pageant including two complimentary airfare and tickets to preliminary and final night to the Miss America Pageant.

Salute Ad Deadline

All ads and payment for advertising must be brought to the 2009 contestant orientation to qualify for the Lotto for placements at the State Pageant. Ad pages will be tallied at that time and the contestant lottery will take place at orientation. Only ads that have their paperwork and payment will apply to the incentive. The Miss Michigan Pageant contestant orientation will be held on March 7, 2009 at the Holiday Inn.

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* Top 5 * * *