

# MISS TEXAS VIRTUAL MAGAZINE

## Digital Opportunities

The NEW Miss Texas magazine is our year-round magazine that will be featured on our website and across social media channels. We are embracing the digital wave! It will debut on July 1<sup>st</sup> and will be a monthly publication featuring “everything Texas”!

This is where candidates, local directors, lone star princesses, sponsors, donors, and volunteers can promote their activities, appearances, community engagement activities, social impact initiative, favorite restaurants, local businesses, hometown, and much more!

Sections including (but not limited to):

- Businesses and Sponsors
- Candidates
- Celebrations of Achievement
- Community Engagement and Appearances
- Education/University
- Fashion and Lifestyle
- Hometowns
- Lifestyle Profiles
- Local Organizations
- Lone Star Princesses
- Social Impact Initiatives
- Talent
- and more...

### **What is the difference between the Miss Texas Magazine and the Competition Magazine?**

The Miss Texas Magazine is a digital, monthly publication and the Competition Magazine is a printed program book that is released once a year at the beginning of Miss Texas Competition week.

### **Double the exposure:**

For each page submitted in the Miss Texas Magazine the purchaser will have a matching number of pages included in the Competition Magazine – at no extra cost. The design/content of the page(s) shown in the Miss Texas Magazine can be changed for the Competition Magazine, thus providing double the exposure – at only one price.

### **Sponsor and business ads or logos opportunity:**

This will allow year-round marketing exposure for businesses and sponsors and not just be limited to the printed Competition Magazine that is debuted each June. Why wait until later to offer this promotion to your sponsors when you can start promoting them NOW?

### **Specifics:**

Each month a new publication will be debuted. Pages submitted by the 20<sup>th</sup> of each month will be included in the next months addition. The purchaser may add pages each month and the key is that whatever number you submit for the Miss Texas Magazine will be equally matched in the Competition Magazine. You can completely change the look of your layout and focus on the attributes you want to showcase as you compete for the title of Miss Texas or Miss Texas’ Outstanding Teen!

### **Next Steps**

Each month you can find a monthly submission form to submit for your pages.

## **Questions & Answers:**

What do I need to do to be included in a virtual edition?

Submit your paid pages through your Dropbox link by the 20<sup>th</sup> of the previous month. Any pages submitted after the 20<sup>th</sup> of each month will be included in the following months edition.

Do I inform someone when I have uploaded my pages?

No, your submission will alert our virtual magazine editor team.

What if I sell more pages throughout the year?

You may submit pages for future additions as well. It is up to you if you want all your pages repeated for each edition. Our recommendation would be to space them out throughout the year so every month your pages are different. At the end of the day, the total number of pages you submit can be resubmitted for a new layout with brand new designs for the Competition Magazine that will debut during competition week.

Will my total number of pages submitted during the year for the MTxM (digital magazine) also be qualified for the Competition Magazine that debuts during competition week?

Yes. You may resubmit your pages with a new design for your Competition Magazine layout.