

Miss Texas

COMPETITION MAGAZINE

Candidate Layout

Q & A

(formerly known as Program Book)

1. What is the Competition Magazine?

This is the program book that showcases each Miss and Teen Candidate. It debuts at the beginning of Competition Week and is eagerly anticipated each year. It is also a collector's item that is a great coffee table accessory.

Each candidate has a personal portfolio layout, and you determine what you want to showcase. In order to create a more interesting look for the viewer you might consider including the following. Here is an example of a five-page layout:

(a) **Business/Marketing pages** – offer your businesses the following opportunities to be marketed by:

- Competition Magazine exposure,
- Virtual Magazine exposure,
- **Your** social media exposure. Business will be most excited about this one.

Note: being able to offer businesses **three** separate marketing opportunities will assure that you will be able to secure multiple business pages.

(b) **Hometown** – promote your hometown, city leadership, businesses, clubs, groups, high school/college, etc. In other words, showcase what makes your hometown special!

(c) **Personal** – showcase your beauty, talent, intelligence, and skills.

(d) **Platform/Social Impact** – showcase your involvement and successes with your personal platform.

(a) **Support pages** – these are from family, friends and fans wishing you good luck and support.

2. How do I secure a large layout?

(a) **Ask everyone:**

Family	Teachers	Employers	Neighbors
Friends	Businesses	Community Leaders	School
Sororities	Doctors	College Representatives	Veterinarian

(b) **Utilize social media:** Your biggest selling point is offering exposure on your social media. Businesses have specific marketing/advertising dollars to spend for advertising. Offering them a print ad **PLUS** social media presence and promotion is an offer businesses will desire.

(c) **Ask for referrals:** Ask everyone you speak to for referrals. This shows them that this is important to you, and most people will want to help you.

Benefits:

(a) **Market yourself before and during competition week** – This is a way to market yourself, your platform, your journey, talent and abilities. Start securing your layout pages as early as possible so you can be featured in the monthly Virtual magazine. These pages can be converted to a NEW design to be debuted in the Competition magazine.

(b) **Competition week** – Everyone will be watching you compete on stage, so why not share your strengths and talents OFF the stage as well. Your story/layout can make watching you on stage even more exciting!

(c) **Excellent Prep practice** – Securing your portfolio pages is outstanding prep practice. 99% of your job as Miss Texas or Outstanding Teen will be speaking, promoting and marketing yourself and the organization, so start now sharing with people about what you're doing and asking them to contribute towards your layout. You will be emulating *doing* the job of Miss Texas, and you will reap the benefits when you are competing and showing the judges that you are ready for the job, because you've already been doing it.

3. How many pages should I have in my layout?

You should be able to get at least five by securing at least one each from the list above (business, hometown, personal, platform, support). Also, when you reach 5 pages you are eligible to receive Cash and Prizes.

- 5 pages = you will receive \$50 for each page starting with page one. $50 \times 5 \text{ pages} = \250.00 . Your 5th page is only \$100 (when taken into account the cash award you will receive with 5 pages).
- 10 pages = you will receive \$50 per page as above. $50 \times 10 \text{ pages} = \500.00 . You also achieve Pinnacle Club status that includes additional prizes. See Pinnacle Club info for more information.

4. How much do I sell my pages for?

- \$350 for a full-page B/W - receive a cash award of **\$50** for every page you sell (when you sell 5 pages)
- \$750 for a full-page COLOR - same as above, but if you sell five you will receive **\$150**
(color pages really show up and will be showcased in a special location!)

Note: You may split your pages into a quarter, half, or full page. Your cost is for the page, but you can design your pages however you want with different donors contributing. If you need help designing your pages, there is a \$25 charge per page, and we will design it for you.

Price possibilities: ¼ page - \$100, ½ page - \$200, full page - \$350

You may evenly divide a page and 10 donors may give \$35 for a B/W page, or \$75 for a Color page, and then add their Name or business to the support page. You can even offer a \$25 business card price and include them in your page design.

5. How many people will view my pages?

Thousands of people will see your pages, not only in Texas but across the nation. And because your pages will be showcased in the Competition Program book and also virtually on the Miss Texas website with a link to share on social media sites, there is no limit to the number of who can view your pages.

6. How do I submit them?

You have two links.

- The first link is your personal payment link that you share. This link is also attached to your photo on the Miss Candidate page on the Miss Texas website. It registers your contributors so you can write thank you notes, and also know how much you've collected.
- The second link is a Dropbox link where you submit your page(s) to us.
- If you need directions on how to get your links set up, please contact Cindy Fennell at cindyf@misstexas.org.

7. Examples of pages:

ADS OPTIONS
#1 Two Page Ad



ADS OPTIONS
#1 Two Page Ad



ADS OPTIONS

#2 Single Portrait Full Page



ADS OPTIONS

#3 Main Portrait w/ accent pictures



ADS OPTIONS

#4 Split Page w/2 Advertisers or Pictures



ADS OPTIONS

#5 Split Page w/3 Advertisers or Pictures



ADS OPTIONS

#6 Split Page w/4 Advertisers or Pictures



Want your ads to really POP?
Make them in COLOR!

#2 Single
Portrait
Full Page

