

## **JENKS POM FASHION SHOW ADS**

The fashion show is an important fundraiser for Jenks Pom. Sales for advertisements in the Fashion Show program book generate revenue to fund scholarships, transportation to competitions, and the purchase of competition uniforms. Participation is mandatory for ALL squads. Each pom girl is required to sell at least one ad for the fashion show program book. Failure to do so results in a \$100 buy-out fee.

### **TYPES OF ADS**

**Business Ads** - Every squad member is required to sell an advertisement in the Pom Fashion Show Program Book. If you have a Corporate Sponsor at Bronze Plus Level or higher, you have already met this obligation. Each business who agrees to advertise will need to complete the Fashion Show Contract Sheet. Contracts, completed ads, and money are due to Fawn McWilliams no later than Wednesday, July 15, 2020. YOU MAY NOT CONTACT A BUSINESS WITHOUT HAVING THE BUSINESS ASSIGNED TO YOU. If you want to add a business to the list or sign up for a business already listed, please email [jtpomads@gmail.com](mailto:jtpomads@gmail.com).

**Vanity Ads** – Vanity ads are not mandatory but are available for all participants in the fashion show. Pom parents may choose to place a vanity ad for their daughter also. Just like business ads, girls receive 20% of all vanity ads sales.

\*Before turning ads in, please refer to the ad guideline sheet. We cannot accept a business card unless it is electronic and it meets the guidelines.

### **SIGNING UP FOR BUSINESSES**

You will receive an email with the Business List link in June. You will have the opportunity to sign up for three businesses to contact about being a corporate sponsor and/or advertising in the Fashion Show program book. If a business is not on the list that you wish to contact, please email Fawn McWilliams. DO NOT CONTACT A BUSINESS UNLESS YOU HAVE SIGNED UP FOR THAT BUSINESS ON THE MASTER LIST OR YOU HAVE CONTACTED FAWN MCWILLIAMS TO VERIFY THE BUSINESS' AVAILABILITY. IF YOU GET AN AD FROM THE BUSINESS AND IT HAS BEEN SELECTED FROM SOMEONE ELSE, THEY WILL GET THE CREDIT FOR THE AD. NO EXCEPTIONS!

### **INCENTIVE**

Your pom account will receive a 20% credit of your total ad sales.

### **DEADLINE**

ALL ads, payment, and contracts must be received by **July 15th, 2020**. NO EXCEPTIONS!

### **SUBMISSION AND QUESTIONS**

Contract, payments, and ads should be submitted to:

Fawn McWilliams - 6130 E. 106<sup>th</sup> St. Tulsa, OK 74137

Email: [jtpomads@gmail.com](mailto:jtpomads@gmail.com)

Questions? Text Fawn @ (918)637-8376

## FASHION SHOW AD DETAILS

- Submission deadline is **July 15th** – NO EXCEPTIONS
  - Payment also must be received in full by July 15th to be included in the book.
- Must be submitted print-ready
- PDF Format
- 300 DPI
  - Emailed to [jtpomads@gmail.com](mailto:jtpomads@gmail.com)
  - In the subject line of the email please include
    - pom girl's last name who sold the ad
    - individual or business name
    - ad size

Example: McWilliams, Ad for Reasors, Half page

- Should be “school appropriate” and not include a picture or words that reference alcohol
- Signed Contract and payment should be mailed to:  
Fawn McWilliams, 6130 E. 106<sup>th</sup> St. Tulsa, OK 74137
- Checks should be made out to **Jenks Pom**

### AD OPTIONS

Size	Type of Ad	Size of Ad (width x height)	Cost
	<b>B&amp;W FULL PAGE</b>	8 X 10 ½ inches	\$150
	<b>B&amp;W HALF PAGE</b>	8 X 5 inches (ad must be horizontal)	\$85
	<b>B&amp;W QUARTER PAGE</b>	3 ¾ X 5 inches (ad must be vertical)	\$50
	<b>Color Ads: *approval needed by chairman</b>	Full Page	\$350