



WoodROW WILSON

WILDCAT FOOTBALL PROGRAM

QUESTIONS? EMAIL: WOODROWSPORTSBOOSTER@GMAIL.COM

DEADLINE TO BE IN ALL PROGRAMS: AUGUST 21ST, 2017

Ads may be purchased ALL season long!

Business Name
Contact Person
Address
City, State, Zip
Phone: _____ Fax: _____ Mobile: _____
Email: _____
<input type="checkbox"/> Please forward a proof prior to printing to the email listed above
Sold by: _____
Special Instructions _____
_____ <input type="checkbox"/> Please repeat from last years program. Page # _____
<input type="checkbox"/> Cash <input type="checkbox"/> Check # _____ Total \$ _____ Received <input type="checkbox"/> CD <input type="checkbox"/> Email <input type="checkbox"/> Hardcopy <input type="checkbox"/> _____

Sponsorships may be purchased all season long. Your ad will appear in the next printing of the program and throughout the playoffs.

BUSINESS SPOTLIGHT ADS

- | | | | |
|---|----------|---|----------|
| <input type="checkbox"/> Full page | \$400.00 | <input type="checkbox"/> 1/2 page | \$250.00 |
| <input type="checkbox"/> 1/4 page | \$150.00 | <input type="checkbox"/> Business Card | \$75.00 |
| <input type="checkbox"/> Poster sponsorship & Full page | \$450.00 | <input type="checkbox"/> Poster Sponsorship | \$200.00 |

PREMIUM SPONSORSHIPS - POSTER AD INCLUDED

- | | | | |
|--|---|---|------------|
| <input type="checkbox"/> First Page / <input type="checkbox"/> Last Page | \$500.00 | <input type="checkbox"/> Inside Front Cover | \$700.00 |
| <input type="checkbox"/> Inside Back Cover | \$700.00 | <input type="checkbox"/> Team Center Spread | \$1,000.00 |
| <input type="checkbox"/> Tunnel Sponsorship | \$500.00 (Tunnel Sponsors highlighted in program) | | |
| <input type="checkbox"/> Back Cover | \$1,000.00 includes logo on poster | | |
| <input type="checkbox"/> Senior 1/4 page | \$50.00 (for senior class members only) | | |

Text or Instructions for ad design _____

Make checks payable to:
Woodrow Athletic Booster Club
Mail completed form and payment to:
Woodrow Athletic Booster Club
6709 Avalon Dallas, TX 75214

Ads may be purchased ALL season long!
ARTWORK may be attached to this form
(Hardcopy for scanning, CD/DVD or Flashdrive) or
sent by email to: **Woodrowsportsbooster@gmail.com**
Final Artwork must PDF format only. (see back)

You are sponsoring Woodrow Wilson Wildcat Football through the non-profit booster club. Your sponsorship includes an ad. The ad has no cash value. Ad space is on a first-come, first-serve basis and not guaranteed until payment and ad materials are received. All payments are final. No refunds. Thank you for your support.

Sponsorships may be purchased all season long. Your ad will appear in the next printing of the program and throughout the playoffs.
ORIGINAL SIGNED WHITE COPY: Program Binder YELLOW COPY: Treasurer PINK COPY: Sponsor

SUBMITTING ADVERTISING MATERIALS FOR THE 2017 ATHLETICS PROGRAM

If you have questions or need assistance creating your ad please email : **Woodrowsportsbooster@gmail.com**

Preferred Method: PDF format, hi-resolution with fonts included. You must first create your ad using a page layout application (Publisher, Word, InDesign, Photoshop, etc) and then save it as a PDF. If your application does not offer PDF as a format, there are several easy to use downloadable utilities that will enable you to write a PDF to your disk drive. I use "CutePDF Writer" - Google it! It's FREE and easy to use!

NOTE: If you purchased a full page ad and wish it to bleed off the edge of the pages (no border, continuous color all the way to the edge) then you must include the bleed area and printer marks or oversize your page in the application. I.E. if you have an 8.5x11 page you need to make your page size 8.75x11.25" and your artwork needs to extend off the sides by at least an eighth of an inch. The bleed must be included in your PDF.

Native Files: The program will be assembled using the InDesign application on the MacOS platform. Illustrator and Photoshop will also be used. All current and recent versions of these programs will be supported. You must package your files and include all linked graphics and fonts used in the artwork. Please zip or compress the files before emailing if possible.

Resolution of scanned artwork or digital pictures: 300dpi (or greater) @ 100% of final size.

jpeg format preferred for photos.

Sizes:

Business Card

We will scan your business card to fit.

1/4 Page Ad

2 photo maximum

3.875x5"

(Three and seven eighths by five inches)

1/2 Page Ad

3 photo maximum

8x5"

(Eight inches by 5 inches)

Full Page Ad - No bleeds

5 photo maximum

8x10.25"

(Eight inches by ten and one quarter inches)

Full Page Ad - With bleeds

8.75x11.25"

(Eight and three quarter inches by eleven and one quarter inches)

NOTE: *If your artwork is not the correct size we will scale it to fit. This could result in the image being distorted.*

Frequently Asked Questions and Suggestions:

- Do I need camera ready art? If the you can provide this, it saves time and work. However, we can provide type setting and production services at no additional charge for you. You must clearly indicate EXACTLY how the ad should appear. Include your email address and indicate that you wish to see a proof prior to printing so you can check your ad for accuracy.
- Can I include pictures? Yes! Please indicate the size of the picture on instructions. You might want to suggest taking a picture in front of or in the business using WWHS students. This gets more attention as students and parents look closer at ads that include students they recognize.
- Can you come back to collect pictures etc? If the ad is paid in full, we can come back to collect any materials for the ad so you have time to get them together. Set an appointment for a return date for us collect the needed materials.
- Can I use a business card for my ad? Yes. We can scan your business card for the ad. White business cards reproduce the best. Just attach the card to this form, please don't staple!
- Check, cash or money order is required to complete payment. A receipt can be provided upon request.
- What is the deadline to participate in the program? All ads including content, photos, contract and payment must be received no later than Aug 21, 2017 to be included in all programs. Any ads received after the deadline will appear in the next printing of the program throughout the season.