

# BUY/SELL ADS for the ROCKET CITY SWIM LEAGUE 2008 HEAT SHEET

65% OF EVERY AD SOLD IS EARNED FOR YOUR TEAM

DEADLINE if ad needs Graphic Creation is June 20<sup>th</sup>  
DEADLINE for Camera Ready ads is June 27<sup>th</sup>

***ABSOLUTELY NO ADS WILL BE ACCEPTED  
AFTER JUNE 27<sup>TH</sup>!***

START WORKING ON SELLING THE ADS RIGHT NOW!

## AD COPY

ADVERTISING COPY MAY BE SUBMITTED AS EITHER:

- CAMERA-READY COPY (ads that will be printed as-is, needing no adjustments)
- FLOPPY DISKS OR CDs (will not be returned)
- ELECTRONIC FILES
  - SAVED AS HIGH RESOLUTION (300DPI), PDF, TIFF OR EPS files
  - JPG files MAY BE SUBMITTED BUT CLARITY WILL NOT BE GUARANTEED
- QUESTIONS ABOUT ELECTRONIC SUBMISSIONS MAY BE EMAILED TO [janet@shultsdesign.com](mailto:janet@shultsdesign.com) ("RCSL AD QUESTION" IN THE SUBJECT)
- IF A COMPANY OR INDIVIDUAL PURCHASING AN AD DOES NOT HAVE A CAMERA-READY COPY OR ELECTRONIC FILE OR WANTS CHANGES MADE TO AN EXISTING COPY, PLEASE DOCUMENT THEIR IDEAS AND REQUESTS ON THE PROVIDED ADVERTISEMENT FORM. UNLESS SPECIFICALLY REQUESTED, COPY FOR ADS WILL NOT BE RETURNED.

## AD SUBMITTAL

- PAYMENT AND FORMS FOR EVERY AD MUST BE SUBMITTED TO DEBRA THOMAS WITH CHECKS MADE OUT TO RCSL. YOU CAN DROP THEM IN RCSL AD DROP BOX AT THE LILY FLAGG POOL (406 Lily Flagg Road) IN A SEALED ENVELOPE TO THE ATTENTION OF Debra Thomas OR MAIL TO Debra Thomas AT 10003 Nottingham Lane, Huntsville, AL, 35803  
[debrathomas@knology.net](mailto:debrathomas@knology.net)
- ELECTRONIC FILES MAY BE SUBMITTED BY EMAIL TO:  
[janet@shultsdesign.com](mailto:janet@shultsdesign.com), WITH [debrathomas@knology.net](mailto:debrathomas@knology.net) COPIED AND "RCSL AD SUBMISSION" IN THE SUBJECT LINE. INCLUDE YOUR NAME PHONE NUMBER AND POOL AFFILIATION IN THE EMAIL

## REQUIRED

- COMPLETED ADVERTISEMENT FORM
- FULL PAYMENT - CHECK MADE OUT TO RCSL
- CAMERA-READY COPY, ELECTRONIC FILE SKETCH OR DESCRIPTION OF DESIRED AD.

ADDITIONAL FORMS CAN BE PRINTED FROM [WWW.SWIMRCSL.ORG](http://WWW.SWIMRCSL.ORG)

## 2008 RCSL CITY SWIM MEET HEAT SHEET ADVERTISEMENT FORM

Name of advertiser: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone Number: \_\_\_\_\_ Cell Phone Number: \_\_\_\_\_  
 Email: \_\_\_\_\_

<u>Quantity of Ads</u>	<u>Size</u>	<u>Each</u>	<u>Total</u>
_____ Full Page.....	7.5" w x 10" h.....	\$100	_____
_____ Half Page.....	7.5" w x 4.75" h.....	\$65	_____
_____ Quarter Page.....	3.75" w x 5.0" h.....	\$35	_____
_____ Eighth Page.....	3.75" w x 2.5" h.....	\$20	_____
_____ Event Sponsor.....	your message above event.....	\$10	_____

**NOTE: If more than one advertisement is received for an individual event sponsor, the sponsor will be drawn at random and the other received advertisements will be automatically used as 1/8 page advertisements.**

Total Received      \$      \_\_\_\_\_

Ad copy submitted:

- \_\_\_\_\_ Camera Ready - Print as submitted. Attach all copies to form
- \_\_\_\_\_ Graphic Creation Needed - I have given a full description of what I would like my ad to look like below. Please give clear details and requested wording.
- \_\_\_\_\_ Electronic File Attached - If emailing file, please note here. \_\_\_\_\_
- \_\_\_\_\_ Please repeat my ad from last year. *Describe in detail below*
- \_\_\_\_\_ Event Sponsor - fill in request in blocks below:

Age Group: _____ Sex: _____ Stroke: _____ Wording: _____ (example: Kick hard, Robert!)	Age Group: _____ Sex: _____ Stroke: _____ Wording: _____ (example: PRA girls rule, Show em what ya got!)
Age Group: _____ Sex: _____ Stroke: _____ Wording: _____ (example: Good Luck Sally! Love, Mom and Dad)	Age Group: _____ Sex: _____ Stroke: _____ Wording: _____ (example: Go MiKe Get that record!)

\_\_\_\_\_  
Signature of Purchaser

\_\_\_\_\_  
Date

\_\_\_\_\_  
Seller's Name & Phone #

\_\_\_\_\_  
RCSL Summer Swim Team Affiliation

Describe your Requests: