

BUY/SELL ADS for the ROCKET CITY SWIM LEAGUE 2009 HEAT SHEET

65% OF EVERY AD SOLD IS EARNED FOR YOUR TEAM

DEADLINE if ad needs Graphic Creation is **June 22th**

DEADLINE for Camera Ready ads is **June 29th**

***ABSOLUTELY NO ADS WILL BE ACCEPTED
AFTER THESE DATE!***

START WORKING ON SELLING THE ADS RIGHT NOW!

AD COPY

ADVERTISING COPY MAY BE SUBMITTED AS EITHER:

- ELECTRONIC FILES - *PREFERRED METHOD!!!*
 - SAVED AS HIGH RESOLUTION (200 DPI OR GREATER), PDF OR JPG files
 - FOR FILES LESS THAN 200 DPI, CLARITY WILL NOT BE GUARANTEED
 - QUESTIONS ABOUT ELECTRONIC SUBMISSIONS MAY BE EMAILED TO janet@shultsdesign.com ("RCSL AD QUESTION" IN THE SUBJECT)
- CDs (will not be returned)
- CAMERA-READY COPY (ads that will be printed as-is, needing no adjustments)
- 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 MONTE SANO POOL WITH CHECKS MADE OUT TO RCSL. YOU CAN DROP THEM OFF AT MONTE SANO POOL IN A SEALED ENVELOPE TO THE ATTENTION OF ROSALEEN KING.
- ELECTRONIC FILES MAY BE SUBMITTED BY EMAIL TO:
janet@shultsdesign.com WITH kingfamily4@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
- ELECTRONIC FILE, CD, CAMERA-READY AD, OR DESCRIPTION OF DESIRED AD.

ADDITIONAL FORMS CAN BE PRINTED FROM WWW.SWIMRCSL.ORG

2009 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:

_____ Electronic File Attached - If emailing file, please note here. _____

_____ 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.

_____ 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: