

BUY/SELL ADS for the ROCKET CITY SWIM LEAGUE 2011 HEAT SHEET

AD DEADLINE is June 18th

**Absolutely no ads will be accepted after this date!
No exceptions!**

**65% OF EVERY AD SOLD IS EARNED FOR YOUR TEAM
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 jboykin72@gmail.com ("RCSL" in the subject)
- CDs (will not be returned)
- Camera-ready Ads (ads that will be printed as-is, needing no adjustments)

If a company or individual purchasing an ad does not have a camera-ready ad or electronic file or wants changes made to an existing ad, 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 **no later than June 18 at 7:00 pm** to Camelot Pool with checks made out to RCSL. Submit one form for each ad. You can drop them off at Camelot Pool in a sealed envelope to the attention of Julie Boykin.

- Electronic files may be submitted by email to: jboykin72@gmail.com with "RCSL ad submission" in the subject line. Include in your email your name, phone number, pool affiliation and **size of ad** that you are purchasing.

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

2011 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: