

# ROCKET CITY SWIM LEAGUE 2012 HEAT SHEET ADS

- 65% of every ad sold is earned for your team.
- Start working on selling the ads right now, don't wait.
- Submittal Deadline is **June 22<sup>nd</sup>** no exceptions.

## Specifications:

- Electronic images saved as high resolution (200 dpi or greater) .pdf or .jpg files. (Files less than 200 dpi, clarity will not be guaranteed.)
- Text copy can be sent by email.
- Camera-ready Ads (ads that will be printed as-is, needing no adjustments) can be sent by email or CD
- Questions about electronic submissions may be emailed to: [clintblasingame@yahoo.com](mailto:clintblasingame@yahoo.com) with ("RCSL" in the subject line).
- Email is preferred method to receive files. If you have to send a CD or other media **it can not be returned**.

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 ad form. Additional forms can be printed from [www.swimrcsl.org](http://www.swimrcsl.org)

## Submittal Process:

- Payment and forms for **every** ad must be submitted **no later than June 22 at 7:00 pm** to Byrd Spring Pool with checks made out to **RCSL**. Submit one form for **each** ad. You can drop them off at Byrd Spring Pool in a sealed envelope to the attention of Clint Blasingame.
- Electronic files may be submitted by email to: [clintblasingame@yahoo.com](mailto:clintblasingame@yahoo.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.

Full Page	7.5" w x 10.0" 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 selected 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.

# ROCKET CITY SWIM LEAGUE 2012 HEAT SHEET AD FORM

Name of advertiser: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Cell Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Quantity	Type	Size	Price	Total
_____	Full Page	7.5" w x 10.0" 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 selected event	\$10	_____
			Total Received	_____

- \_\_\_\_\_ Electronic File Attached – If emailing file, please note here. Type to enter text
- \_\_\_\_\_ 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.)

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

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

Date \_\_\_\_\_

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

RCSSL Summer Swim Team Affiliation \_\_\_\_\_

## Graphic Creation Request Form: