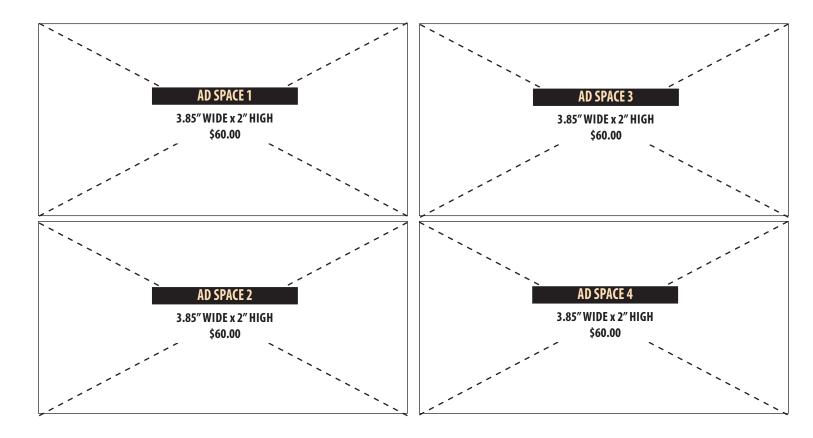
AD SIZES - THREE OPTIONS (PLUS A BONUS!)

- 1. Ad space for each is 3.85" wide by 2" high. These ads sell for \$60.00 each and are shown below.
- 2. Two ad spaces may be combined to create a vertical ad of 3.85" wide by 4" high. These ads sell for \$120.00 each.
- 3. All four ad spaces may be combined to create one large ad of 7.75" wide by 4" high. This ad sells for \$240.00 total.
- 4. Players can sell additional ads beyond the four required, which places them in the bonus category and eligible for prizes such as game tickets, apparel, programs, hats, banquet tickets and more. Only players who sell beyond their required four ads are eligible for the bonus program.





INSTRUCTIONS FOR SUBMITTING ELECTRONIC AD FILES

- **1. Resolution:** All ads must be submitted digitally in high-resolution format at 300 dpi or higher.
- 2. **File formats:** TIF, JPG, PDF, EPS are acceptable. No GIF, BMP or native/raw file formats such as Quark, InDesign and Illustrator are acceptable.
- 3. Fonts: Please embed all fonts used, otherwise we will be forced to replace fonts not in our system with standard fonts and your ad will not look the same!
- **4. Color:** We'll be running the book in **FULL COLOR** this year, so all ads should be in color.
- 5. File names: Label all files with the player's team name, first and last name and ad number. (Example: North_Brad Johnson_Ad1)
- 6. Sending files: Please submit all advertisements online (www.mshsbca.org), or if unable, email to Tim Kolehmainen at tim@breakdownsportsusa.com
- **7. Deadlines:** If you are having difficulty getting ad copy for the program by the deadline, please consider getting a business card to use as the ad.
- **8. Payment:** Checks should be submitted to Don Gawreluk, 169 Yoho Drive, Anoka, MN 55303
- **9. Questions?:** Please contact Don Gawreluk at crmav18@yahoo.com

ALL ADS FOR A PLAYER MUST BE SUBMITTED TOGETHER AT THE SAME TIME.

DO NOT SEND ADS INDIVIDUALLY!