



2023 Tiger Club Fan Guide Advertising

Support the student-athletes at AMCHS by advertising in the **2023 Tiger Club Fan Guide**! The fan guide will be published in full color online and a limited number of fan guides will be printed based on pre-orders. Individuals and businesses can purchase digital ads for the fan guide. Tiger Club does not accept political ads. In addition, we offer brag ads for friends, family, and supporters of individual student-athletes.

Digital Ads Available Sizes & Rates

The online version of the fan guides offers the possibility of embedded video ads and linking of ads to a website.

Cover Ads (8.5 in. x 11 in.)

- | | |
|---|-------|
| ■ 1 st Full Cover Ad
(with video & internet hyperlink)* | \$800 |
| ■ 2 nd Full Cover Ad
(with video & internet hyperlink)* | \$750 |
| ■ 3 rd Full Cover Ad
(with video & internet hyperlink)* | \$700 |
| ■ 4 th Full Cover Ad
(with video & internet hyperlink)* | \$650 |

Full Page (7.5 in. x 10 in.)

- | | |
|--|-------|
| ■ With video & internet hyperlink | \$600 |
| ■ With internet hyperlink | \$550 |
| ■ Static/print ad only
(static ad only – no internet hyperlink) | \$500 |

Half Page (7.5 in. x 5 in.)

- | | |
|--|-------|
| ■ With internet hyperlink | \$400 |
| ■ Static/print ad only
(static ad only – no internet hyperlink) | \$350 |

* Quantity for each cover ad limited to one

Returning Advertisers

A **10% discount** will be given to returning advertisers. The discount code to use during the online checkout process was emailed to all eligible advertisers. If you did not receive the code, email ghawkinsdesign@gmail.com to confirm eligibility and to request the discount code.

Return advertisers may use the same ad as it appeared in last year's program. Please email ghawkinsdesign@gmail.com and state you want to run the same ad without any changes.

Digital Ad Files

Advertisers can upload their ad files during the online order process or by emailing all files to ghawkinsdesign@gmail.com. Please include the advertiser's name in the subject line. Ad copy image files should be minimum 300 dpi.

Brag Ads Available Sizes & Rates

Brag ads are for friends and family of student-athletes who wish to acknowledge their student-athlete's accomplishments. Brag ads CANNOT be used for advertising for products and/or services.

Brag Ads (width x length)

- | | |
|-------------------------------------|-------|
| ■ Full page (7.5 in. x 10 in.) | \$350 |
| ■ Half page (7.5 in. x 5 in.) | \$200 |
| ■ Quarter page (3.5 in. x 4.75 in.) | \$125 |

Brag Ad Design Assistance

If you would like design assistance on your brag ad, please submit pictures and wording of ad to ghawkinsdesign@gmail.com. Include in the subject line: Last Name, Design assistance needed.

Brag Ad Files

Brag ad files can be uploaded during the online order process or by emailing all files to ghawkinsdesign@gmail.com. Please make sure photos are good quality and high resolution (300dpi). **Please note:** Quarter page ads have design limitations and can contain only 1 picture, 3 sentences, and name.



ORDER ONLINE

Order Process

All digital ad and brag ad orders must be requested and paid for using the [online order form on the Tiger Club website](#).

Before you access the online order form, be sure you have the following ready for your order.

1. Credit card for payment
2. Final version of your ad copy file
3. Returning advertiser discount code (if applicable)

DEADLINE: To allow time for production of the fan guide, all digital ad and brag ad orders **must be submitted by July 21, 2023 August 10, 2023 (new deadline)**.