

# RCSL 2017 CITY MEET HEAT SHEET AD CAMPAIGN

- 65% of the ad price for each ad sold goes back to your team.
- Start working on selling the ads now, don't wait.
- Submittal Deadline is **June 30<sup>th</sup>** - no exceptions.

## SPECIFICATIONS

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

If a company or individual purchasing an ad does not have a camera-ready ad, an ad with text can be created. Please document their ideas and requests on the provided ad form. Use additional forms if needed, available at [www.swimrcsl.org](http://www.swimrcsl.org)

## SUBMITTAL PROCESS

**Payment and forms** for all ads must be submitted **no later than June 30 at 8:00 pm** to Blossomwood Pool with checks made out to **RCSL**. Submit one form for each ad. You can drop forms off at Blossomwood Pool in a sealed envelope to the attention of Scott Swing.

- Electronic files may be submitted by email to: Scott Swing ([scott@samplesproperties.com](mailto:scott@samplesproperties.com)) with "**RCSL Ad Submission**" in the subject line.
  - Include your name, phone number, pool affiliation and size of ad that you are purchasing in your email. If you do not fill out the form completely your pool will not get credit for sale. **We will not have time to track down the pool affiliation.**

## REQUIRED ITEMS

- ✓ Completed advertisement form (must be turned in for ad to be included)
- ✓ 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

# RCSL 2017 CITY MEET HEAT SHEET AD FORM

Name of Advertiser: \_\_\_\_\_

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

Home 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	Message above event	\$10	
			<b>Total Received</b>	

- \_\_\_\_\_ Electronic File submitted. (If emailing file, please note here)
- \_\_\_\_\_ Camera Ready – Print as submitted. (Attach copy to form)
- \_\_\_\_\_ Graphic Creation Needed - I have given a full description of what text I would like added to my ad.  
(Please give clear details and requested wording below)

Event Sponsors Only	
Age Group: _____ Sex: _____ Stroke: _____ Wording: _____ (example: Kick hard, Robert!)	Age Group: _____ Sex: _____ Stroke: _____ Wording: _____ (example: JVRA girls rule, Show em what ya got!)
Age Group: _____ Sex: _____ Stroke: _____ Wording: _____ (example: Good Luck Joe! Love, Mom and Dad)	Age Group: _____ Sex: _____ Stroke: _____ Wording: _____ (example: Go Caleb, Get that record!)

Purchaser Name & Phone #	Date
Seller's Name & Phone #	RCSL Team Affiliation (Required for Credit)

Graphic Creation Request (Limited to text added to picture or all text ad)