

RCSL 2018 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 25th - 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 (2018citymeetads@gmail.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

SUBMITTAL PROCESS

Payment and forms for all ads must be submitted no later than June 25 at 7:00 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 (2018citymeetads@gmail.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
- ✓ 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 | \$25 |

RCSL 2018 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 | \$25 | |
| | | | Total Received | |

- _____ 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. We will attempt to create as close to request as possible. Due to large number of requests, we will not be able to provide a proof before printing.)

| | |
|--------------------------|-----------------------|
| | |
| Purchaser Name & Phone # | Date |
| | |
| Seller's Name & Phone # | RCSL Team Affiliation |

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