

RCSL 2021 CITY MEET **DIGITAL** 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 **July 2nd** - no exceptions.

SPECIFICATIONS

- Electronic image(s) saved in correct resolution (.png or .jpg files)
 - Scoreboards have a width to height ratio of 16:9 (1920x1080 pixels)
 - TV banner ad location has a width to height ratio of 32:9 (768x216 pixels)
 - Ads with other dimensions will be displayed in best manner possible
- Questions about electronic submissions may be emailed to: Scott Thomas (scott.thomas@knology.net) with "RCSL Digital Ad" 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.**

SUBMITTAL PROCESS

Payment and forms for all ads must be submitted no later than July 2 at 8:00 pm to Jones Valley Pool with checks made out to **RCSL**. Submit one form for each ad. You can drop forms off at Jones Valley Pool in a sealed envelope **to the attention of Scott Thomas**.

- Electronic files may be submitted by email to: Scott Thomas (scott.thomas@knology.net) with "RCSL Digital Ad Submission" in the subject line.
 - When sending two files (for the two different aspect ratios), please **send them both in the same email.**
 - Include your name, phone number, and pool affiliation 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(s), cd, thumb drive, etc.

Digital Ad	16:9 and 32:9 aspect ratio	\$200
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RCSL 2021 CITY MEET **DIGITAL** AD FORM

Name of Advertiser: _____

Address: _____

Home Phone Number: _____ Cell Phone Number: _____

Email: _____

Type	Size	Price
Digital Ad	16:9 aspect ratio (1920x1080) and 32:9 aspect ratio (768x216)	\$200

_____ Electronic File submitted. (If emailing file, please note here)

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

NOTES:

Digital advertising exposure time will depend on the total number of digital ads purchased for City Meet.

The purchased advertisement will be placed in the Scoreboard loop, which will be displayed during block practices, warm-ups, and between swimming sessions. (Just prior to and during the swimming sessions, the scoreboards will be set up to show the race results.)

The purchased advertisement will also be placed in the TV loop, which will be displayed continuously during block practice, warm-ups, and during the swimming sessions. (The TV loop is a picture-in-picture display showing both scoreboards and advertisements simultaneously.)