

# RCSL 2024 CITY MEET **DIGITAL** AD CAMPAIGN

- 50% 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 6<sup>th</sup>** - no exceptions.

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## **SPECIFICATIONS**

- Electronic image saved in correct resolution (.png or .jpg files)
  - Scoreboards and TV / livestream inset have a width to height ratio of 16:9 (prefer to have HD resolution at 1920x1080 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](mailto: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.**

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## **SUBMITTAL PROCESS**

**Payment and forms for all ads must be submitted no later than July 6<sup>th</sup> at 8:00 pm** to Jones Valley Recreation Association (912 Tannahill Dr SE) with checks made out to **RCSL**. Submit one form for each ad. You can drop forms off at JVRA in a sealed envelope **to the attention of Scott Thomas**.

- Electronic files may be submitted by email to: Scott Thomas ([scott.thomas@knology.net](mailto:scott.thomas@knology.net)) with "RCSL Digital Ad" in the subject line.
  - 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.

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## **REQUIRED ITEMS**

- ✓ Completed advertisement form
- ✓ Full payment – Check made out to RCSL
- ✓ Electronic file, cd, thumb drive, etc.

Digital Ad	16:9 aspect ratio (1920 x 1080 pixels)	\$300
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# RCSL 2024 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)	\$300

\_\_\_\_\_ 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 with a timing of 5 seconds per ad, 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 / livestream loop with a timing of 5 seconds per ad, which will be displayed continuously during block practice, warm-ups, and during the swimming sessions. (The TV / livestream loop is a picture-in-picture display showing both scoreboards and advertisements simultaneously.)

