



## Program Advertising Kick-Off Packet

It's time to kick-off our Season Program advertising drive for the 2007-2008 CIF Lacrosse Season at THHS.

All Advertising Agreements and Design/Typesetting Forms are due no later than Monday, February 11th.

**Each player must sell at least \$100 worth of ads. Earn prizes for more!**

**Earn prizes by turning in all your ad materials by Friday, February 1<sup>st</sup>!**

The production costs of the program as well as a portion of our operating costs, are funded by the advertising, so the support of all of our families is required. **Each player must submit a minimum of \$100 in ads.** Prizes will be awarded in specific categories. Don't forget to ask businesses that you are in contact with everyday, such as the cleaners, dentist, video store, or restaurant. Remember to take your ad packet with you everywhere you go, you can sell anytime!

Please see the attached forms necessary for placing an ad. Make as many copies of the form as you will need. Use the same form for commercial business ads as well as personal ads from an individual. Once you have closed the sale, tear off the receipt, fill it out and leave it with the business or individual that placed the ad. Once you have completed all your ad sales and have all the materials for each ad, contract, artwork, and check, give them back to your coach in the envelope provided.

Our Program Advertising parent volunteer is: Please contact Todd for Boys and Linda for Girls if you have any questions you may have. Todd Griffin email: [sniffirgd@cox.net](mailto:sniffirgd@cox.net) phone: 949-586-0341 or Girls Fundraising: Linda Seitz email: [campseitz@cox.net](mailto:campseitz@cox.net) Phone: 949-581-3776.

### Advertising Agreement

This form should be filled out by the advertiser for each advertisement submitted. Advertising rates are listed on the form. Please include the form, camera-ready artwork and a check for the appropriate amount made out to Trabuco Hills Boys Lacrosse. Present this form to any service providers who might want to advertise, such as dentist, cleaners, restaurant, or retail store. Use the suggested ad sales techniques to close the deal and collect the artwork and check at the same time if possible.

### Advertisement Size Specifications

The following sizes are available: full page, half page, quarter page and business card. Please note the exact sizes on the spec sheet. Advertisers must fit their artwork into the space indicated for the size ad they bought.

### Camera Ready Artwork

All artwork submitted, must be camera ready. This means a clean photograph, laser print or photocopy within the border guidelines of the specified size. If photographs are submitted, a copier quality halftone will be made during the reproduction process, at no charge. This will allow for the best possible reproduction of your photographs. Business cards may be submitted as is. No guarantee is made for the return of artwork, but we will make every attempt possible to return it, if you request so.

**All forms, camera ready artwork and payments are due no later than Monday, February 11th.**

**You will qualify for prizes if your complete ads (check, contract and check) are in by February 1st!**

**Players: After you have collected all your ad materials, give them back to your coach in the envelope.**