



**2008/2009  
Yearbook Ad Sale  
Information & Instructions**

**START DATE: Monday, September 29<sup>th</sup>**

**END DATE FOR PROTECTED ADS: Saturday, November 15<sup>th</sup>**

**END DATE FOR ALL ADS: Saturday, December 6<sup>th</sup>**

**HOW DOES THE YEARBOOK AD SALE WORK?**

Anyone who is on the team for the 2008/2009 season is eligible to sell yearbook ads. You may sell an ad to anyone and/or any business EXCEPT for those on the “protected advertisers list”. Ads listed on the protected advertisers list can ONLY be sold by the person who sold the ad last year. After the protected ad deadline, a new list of eligible ads will be published.

**WHAT IS MY CREDIT AND WHEN/HOW DO I RECEIVE IT?**

Ad sellers receive a portion of their ad sales commission. This credit will be determined at the conclusion of the sale and after all the expenses have been totaled. Then you can either have your player account credited or if your account is paid have a check cut to you. If you think that you have enough add sales to cover the balance of your player account you may postpone your payments until the credit is figured ~ that credit will then be applied to your account and the balance if any is due at that time. This can only be done if the **FIRST TWO** player payment installments have been made in full.

**WHAT IF I SELL ADS AND MY CHILD DOES NOT MAKE THE TEAM?**

If you chose to sell ads for the yearbook and your child does not make the team any ads that were sold will be absorbed by the club. There will be no credit given to anyone for these ads.

**OTHER RULES:**

Be advised that you, the seller, may be charged for any excessive ad design time. Ads should be turned in as camera ready/electronic artwork as possible. **INCOMPLETE ADS OR THOSE MISSING INFORMATION** will be returned to the seller and not accepted until they are complete. It is the seller’s responsibility to make sure that the ad is complete when it is turned into the yearbook committee not the committee’s responsibility.

**PLEASE** turn your ads in as soon as they are complete do not hold on to them as this will delay the processing of the yearbook and the release of the new eligible ads.

**New ads must have a typesetting request form filled out in full ~ again please note that the seller is responsible in full for the cost of setting any new ads.**

## **AD COPY REQUIREMENTS**

- **PREFERRED:** All files saved as **PDF format and BLACK (1 color) with Fonts Embedded** (Embed fonts if program offers this feature). When saving as a PDF, some of the programs offer the capability of Embedding Fonts. If you have this feature PLEASE DO EMBED FONTS.
- **NO Publisher files accepted whatsoever**
- Illustrator or Corel files should have all fonts converted to outlines, saved as a 1 color (Black) and sent over as an EPS or PDF format.
- Microsoft Word files should be ALL BLACK (1 color) and saved as a PDF. If you are unable to make a PDF then you need to stay to the standard fonts of Times and Arial, because when unique fonts are used the files may not open properly.
- JPG images need to be changed to GRAYSCALE (Black), no colored photos. The only colored photos are on the inside spreads and are the Team Photos. Any TIFF images need to be changed to GRAYSCALE (Black).
- Excel files are to be avoided. If you use Excel, all copy needs to be BLACK (1 color) and should be saved as a PDF.
- Be aware of the ad size... All ads should be in proportion to the add space. If you are creating a wide ad and it has to fit in a tall box it will not enlarge or reduce properly. We can not edit to fit when they are not proportioned properly.
- If in doubt, please contact us with your questions. ***The main focus is BLACK (1 color) and PDF format (with Fonts Embedded) to avoid any problems.***