



2011-2012 Player Profile Book

Corporate/Individual Sponsorship

www.milwaukeejrads.com

FAQs and INFO FOR ADVERTISERS

(This year's theme is: Culture of Champions)

1. When will the books be printed?

We target to have the books available by mid-October 2011.

2. How many books are printed?

We plan to print 500 books.

3. Who receives the books?

Family and friends of the Junior Admirals players, visiting teams and the sponsors typically receive the books. Sponsors can request additional copies, within reason.

4. What type of ad and form can we submit?

We prefer to receive the ads electronically on CD-ROM. Ads can be emailed but we will need the check and completed pricing sheet within a few days of the emailed ad. Always work through the player so that everything is kept together and accounted for properly within our program. We save all ads from the previous year, so you can repeat those ads without further submission of artwork. If you have a standard ad that is not in our current pricing, we will work with you to either make the ad fit without distorting the ad or develop other pricing arrangements.

5. Are color ads available?

Color ads are available and are priced accordingly.

6. What does special location mean?

The book is laid out with a front section followed by a section for each team. The front section has many pages that are viewed at a higher percentage than others, i.e. president's page, coaches pages, etc. There is one page per team that introduces the team picture and is also a highly viewed spot. Besides the gratitude of the players, all advertisers will be listed in an index at the beginning of the book. The books make great material to place in your waiting areas to show your company's community involvement.

7. Do you have a sample of the book?

Yes, a sample from last year is available for your review. Please contact a Junior Admirals player or family member.