

foothill lacrosse boosters

2011-2012 player's guide advertising rate sheet

The following rate sheet is for the Foothill High School Lacrosse Player's Guide. The Player's Guide will be distributed to over 200 families active in the Foothill Lacrosse Program. Additional Guides will be delivered to each of the advertisers. The front and back covers, along with the center pages, will be printed in color. Remaining contents will be in black and white in an 8 1/2 x 11 format. **New** this year....in the back of the guide will be a perforated page with advertiser information that can be torn out and kept by a phone or in a desk for quick reference. Advertisers that purchase this *upgrade (must purchase a regular ad) will also receive a web-ad on our website (www.foothilllacrosse.org) that will link to the advertiser's website....this *upgrade packaged can be purchased for only \$25! Purchase a full page ad and the *upgrade is free!

DEADLINE FOR AD SALES IS DECEMBER 1, 2011

ADVERTISING RATES

Back Cover Full Color (8.5x11).....	\$900.00
Inside Covers Black and White (7.5x10).....	\$500.00
Center Page - Color (4 available).....	\$600.00
Full Page Black and White (7.5 x 10) Vertical.....	\$300.00
1/2 Page Black and White (4.25 x 7) Horizontal.....	\$200.00
1/4 Page Black and White (3.5 x 4.25) Vertical.....	\$100.00
Business Card Black and White (2 x 3.5) Horizontal.....	\$75.00
Game Announcement with the Purchase of a Print Ad.....	\$30.00
Information on the perforated page, an ad on the website that links to your business*	\$25.00*
<u>Corporate Sponsor Package (1/4 page ad, 4 game announcements, web ad and link, 2 FHS Lax T-shirts).....</u>	<u>\$300.00</u>

Player Selling Ad: _____

Advertiser's Name: _____ Contact: _____

Advertiser's Address: _____

Advertiser's Phone: _____ Email: _____

Size of Ad: _____ Amount Paid: _____ Artwork Received: _____

ARTWORK SPECIFICATIONS: ELECTRONIC ARTWORK IS PREFERRED!

Artwork supplied by advertiser as hard copy. Should be emailed to modonohue1@cox.net by Dec. 10th as jpeg 100% @ 300dpi or PDF

Layout to be done by FHS LAX, sketch must be supplied, may require an additional charge for larger jobs.

30 second game announcements should be emailed to: modonohue1@cox.net no later than December 10, 2011.

PLEASE SEND THIS FORM WITH A CHECK OR CREDIT CARD INFORMATION TO:
FOOTHILL LAX PLAYERS GUIDE C/O MICHELLE O'DONOGHUE, 11191 BRUNSWICK WAY, SANTA ANA, CA. 92705 OR EMAIL TO
MODONOHUE1@COX.NET (PLEASE PUT "LAX AD" IN THE SUBJECT AREA.

MAKE CHECKS PAYABLE TO FHS LAX BOOSTER CLUB. FHS LAX BOOSTER CLUB IS A NON-PROFIT 501(C)3 ORGANIZATION.

FHS LAX BOOSTER CLUB IS A DIVISION OF FOOTHILL HIGH SCHOOL SUPER BOOSTER CLUB. FEDERAL TAX ID # 91-2171069

*Upgrade cannot be purchased separately, must be an "add on" to a purchased advertisement. Web links will remain on the website until December 31, 2012.