

WE'RE BACK!



Announcing the 2021 CARLSBAD HIGH Football Game Program

In association with **CARLSBAD** magazine

Advertising in CHS Football Game Program is a "Win - Win" proposal

- Your Ad runs ALL Season long including any at Home playoff games:
- A NEW program will be printed for each Home Game!
- Funds generated from ad sales are vital to help cover cost of our football team year-round!
- Be part of the CHS Family & get the most unique and effective advertising money can buy!

Advertisers in our GAME PROGRAM are regarded as "CHS Touchdown Club" and valued members of the Carlsbad High School family. We urge all those in the Carlsbad High School community to become familiar with our advertisers and keep a GAME PROGRAM handy so they can utilize our business advertisers first. Since our games attract over 20,000 local viewers each season, your tax-deductible {Tax ID# 27-0447535} advertisement is far-reaching.

Please choose one of the reasonably priced advertising options below. We appreciate your support!
Sincerely,

CHS Touchdown Club

One low price includes all (5) Home Games AND any Home Play off Games!

Final Deadline August 10, 2021

Yes! I want to be a member of the CARLSBAD HIGH SCHOOL Football family!

<input type="checkbox"/> 1/8 page (3.625" x 2.312").....	\$150/ \$120
<input type="checkbox"/> 1/4 page (3.625" x 4.875").....	\$275/ \$220
<input type="checkbox"/> 1/2 page (7.5" x 4.875").....	\$525/ \$420
<input type="checkbox"/> Full page (trim 8.5 x 11 in.).....	\$1000/ \$800
<input type="checkbox"/> Premium Full Page (IFC, IBC, BC ^{sold} pages) (trim 8.5 x 11 in.).....	\$1300/ \$1040

SAVE 20%
Pay in full
by July 31th

See page 2 for full ad size and specifications

Business: _____

Contact Person: _____

Address: _____ City/State/Zip: _____

City/State/Zip: _____

Phone Number: _____

Email: _____

Please make checks payable to *CHS Touchdown Club*.

Complete the form and send your artwork to: michelle.dastyck@gmail.com 760-458-0278

www.CARLSBADFootball.com



AD SIZES AND SPECIFICATIONS

Full Page, no bleed	Width x Height 7.5 x 10 in.
Full Page, bleed	9 x 11.5 in. (.25" all around) live area 7.5 x 10 in. trim 8.5 x 11 in.
1/2 Page Horizontal	7.375 x 4.625 in.
1/4 Page	3.562 x 4.625 in.
1/8 page	3.625 x 2.312in.

GRAPHIC REQUIREMENTS

We encourage advertisers to submit ads electronically. Please follow these guidelines carefully to ensure your ad is produced properly.

- Preferred format is PDF press ready documents. Other accepted formats are high- resolution .TIF, .EPS, or .JPEG.
- Ads should be created in Adobe InDesign CS5, Adobe Illustrator CS5, or Adobe Photoshop CS5 or later version.
- All artwork must be at least 300 dpi or higher, and 100% of ad size, with the exception of vector art.
- Colors must be CMYK, with total ink density no more than 300%.

All materials should be submitted on thumb/zip drive, or by e-mail and **MUST** include:

- Ad document and Advertisers name.
- Program name and version used.
- All fonts used in the document must be embedded. Some fonts may need to be converted to outlines.
- All color should be 4-color process (CMYK).

WE CAN CREATE YOUR AD FOR YOU!

For an additional fee, we can build your ad! Complete production capabilities available including ad design, layout, and copyrighting. These fees are in addition to your ad space.

FULL PAGE: \$50.00 HALF PAGE: \$25.00 1/4 PAGE: \$20.00

In order for us to build your ad, please supply the following:

- All text for the ad supplied in a digital text document (Word, etc.).
- Any images or logos supplied should be jpg, eps or f format. Any supplied artwork must be at least 300 dpi or higher, with the exception on of vector art.
- All advertisers will receive a digital proof via email for review and approval. Once proof is presented, advertiser will be allowed one (1) design change.

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