



## HHS Media Guide Ad Directions

***\$400 in ad sales per player requirement.***

### **AD Prices**

\$500 Full page color ad, \$300 Full page black and white ad, \$250 Half page color, \$200 Half page black and white ad, \$100 Quarter page black and white

### **Ad Options include:**

\$500 Full page Color Ad or

\$300 Full page Black and White ad, \$100 Quarter page Black and White Ad or

\$250 Half page Color Ad, \$200 Half page Black and White Ad or

\$100 Quarter page Black and White x 4

\*Photos must be turned by email or disc, using high digital photos *in .jpeg or .pdf format and at least 300 dpi.*

\*Seniors will be able to choose **TWO** ads from the attached spreadsheet. They will be given 24 hours to email back to confirm ad account is ok. Then Juniors will begin selection on May 18, Sophomores on May 20 and Freshmen on May 22. Each player will need to check with Susan Parker before contacting business to make sure no one else has claimed the business ad. All Ads purchased in players name will stay with that player listed. If the ad was sold by a graduating senior, it is up for grabs this year. Any ads assigned to Dance, Cheerleading or Band are OFF LIMITS! Please DO NOT contact any business or individual that is listed on one of their pages. If you would like to call on a business that is not on any list, you must get permission to call on them. Please Contact Susan Parker [hhsbigredboosters@gmail.com](mailto:hhsbigredboosters@gmail.com). If you choose to not sale any ads, please notify Susan Parker ASAP, so that your ad may be released to someone else.

\*Begin selling ads now! Before contacting a business, make sure that they don't already have an ad in our program. If they have an existing ad, someone else has already contacted them and has the first rights to that ad. They will receive credit for that ad. We have a list of ads that you may call on or you may contact businesses that have not bought ads with us in the previous year.

\*If you would like to do a personal ad for your player, you may check out your son's jersey. This must go through Coach.

### **How to turn in your ad:**

- 1) Turn in ads as they are completed.
- 2) Turn in completed ad sheet. Check and double check for accuracy. We must have detailed directions. If you like ad from last year's book, tear out the page or list the page number in your directions.
- 3) Turn in any specific artwork or logos on a disc. One ad per disc. ***Must be in .jpeg or .pdf format and at least 300 dpi or email [hhsbigredboosters@gmail.com](mailto:hhsbigredboosters@gmail.com)***
- 4) Turn in a check, cash, or pay online for the amount due to HHS Big Red Boosters.
- 5) Turn all ads in to Susan Parker. There will be a file for each grade/player/player/cheerleader/band member/dance team

### **Deadline for all ads is July 12, 2018.**

Late ads require special permission.

No guarantee can be made for the quality or accuracy of ads turned in late.