



2011 SERTOMA FOOTBALL CLASSIC

August 18 & 19 - Charleston, SC

A Project of the Sertoma Club of Charleston

www.charlestonsertoma.org

I/we subscribe for _____ page/space at \$ _____ (check attached) in the ANNUAL SERTOMA CHARITIES FOOTBALL CLASSIC PROGRAM as a donation to benefit WINDWOOD FARM HOME FOR CHILDREN and other Sertoma Charities.

ALL DONATIONS ARE TAX DEDUCTIBLE

Email electronic version of your file (preferably PDF or JPEG) to cass6487@gmail.com.

Limited Graphic Design available at an additional charge.

(Please fill in all information)

Contract Must Be Signed By Customer

\$ _____ Paid by Check

(Check must accompany contract)

Notes:

1. Make checks payable to SERTOMA CHARITIES, INC.
2. Email ALL Camera/Print Ready Ads to cass6487@gmail.com with the subject field "RE: Sertoma Football Program"
3. Fill Contract in COMPLETELY
4. Give original, copy, ad layout & check to Sertoma Committee Leader.
5. Give third copy to Customer.
6. All Ad Donations are non-refundable.
7. Sertoma is not responsible for any inadvertent errors or changes that are made after publication.

Advertiser/Business Name

Billing Address

City State Zip

Best Contact Phone Number Contact Name

Email Address for Adverstising Materials

Customer's Signature Date

Sertoma Member



facebook.com/sertomafootballclassic
facebook.com/ctlowndes

2011 Sertoma Football Classic Program

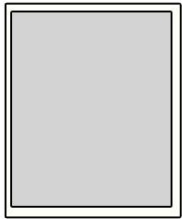
Digital Advertising Requirements

Ad Rates and Sizes

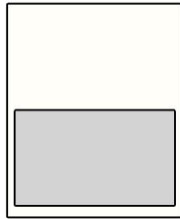
Back Cover*	\$1995	7" x 10"
Front & Back Inside Cover*	\$1765	7" x 10"
Full Page	\$920	7" x 10"
1/2 Page (Horizontal)	\$580	7" x 5"
1/2 Page (Vertical)	\$580	3.5" x 10"
1/4 Page (Horizontal)	\$320	3.5" x 5"
1/4 Page (Vertical)	\$320	7" x 2.5"
1/8 Page	\$215	3.5" x 2.5"
Coupons** (Front & Back)	\$95	3.5" x 2.5"

*Receive free coupon ad with purchase.

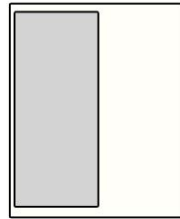
**Coupons are only available for purchase with the purchase of a 1/4 page or larger ad. Coupons will be perforated for easy tear.



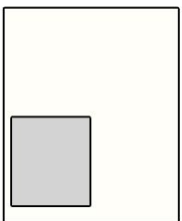
Full Page



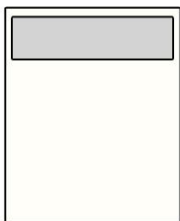
1/2 Page
(Horizontal)



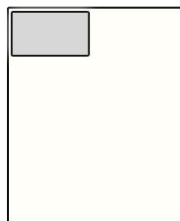
1/2 Page
(Vertical)



1/4 Page
(Vertical)



1/4 Page
(Horizontal)



1/8 Page & Coupon
(Coupons will be front & back)

Publication Specifics

Advertising Sales Deadline July 22, 2011

Ad Materials Due** July 27, 2011

*Publication will be available both nights of the 2011 Sertoma Football Classic with an attendance estimate of 7,000+.

**Ads will NOT be accepted after the deadline.

Material Requirements: All materials should be emailed to contact listed below. You must provide a color laser at 100% scale if a contract proof is not supplied. Required Format: PDF or JPEG.

For both PDF and native files please adhere to the following rules:

1. Make sure that all images are high resolution (300 ppi) and are in CMYK or Grayscale mode. Note that enlarging an image with a resolution of 300 ppi over 125% in the page layout file will lower the resolution to the point that image quality degradation may be noticeable when printed.

2. The program will be printed in Black and White with a Color Cover; however, color ads will be accepted and changed to black and white prior to print.

3. Our maximum total area coverage/ink density is 300.

4. For spread ads, keep all copy and important art at least .375" away from gutter on each side.

For more information, contact:

Cassidy E. Herrold
Marketing Coordinator
Island Realty
843.242.1081
cass6487@gmail.com

Email ALL Advertising

Materials to:

Cassidy E. Herrold
cass6487@gmail.com
RE: Sertoma Football Program