



2008 St. Mary's Rams Baseball Program AD SPECIFICATIONS

The 2008 baseball season is right around the corner and this is your chance to be part of the team through advertising in the 2008 St. Mary's media kit / baseball program. The 2008 version will be better than ever, with new content, new photos and complete with color on every page.

It will, indeed, be something to take pride in—St. Mary's pride!—for the school, our supporters, parents, and especially for our student athletes.

The first day of practice is February 11th and the season opener is Friday, March 7th. So we need your help quickly. Sign up now!

Rates

Back Cover	\$500.00
Inside front cover.....	\$400.00
Inside back cover	\$400.00
<i>Inside</i>	
Full page.....	\$250.00
Half page	\$150.00
One-quarter	\$100.00
Business card size (per card)	\$ 75.00

Please review the ad specifications on the back of this sheet and pay particular attention to a small additional charge to build your ads if these ads are not supplied electronically and to specifications or in the correct format.

**PLEASE RETURN YOUR PAYMENT(S) AS SOON AS POSSIBLE
BUT NO LATER FRIDAY, FEBRUARY 1ST, 2008**

_____ (players name) has procured _____ (number) advertisements from the following businesses:

Total Collected: (ad space) \$ _____ (donations) \$ _____

Make checks payable to St. Mary's Baseball and send with a copy of this form to:
Focused Sports and Entertainment
3031 W. March Lane, Suite 207W
Stockton, CA 95219

LET THE SEASON—AND THE SALES—BEGIN!

**Ad sales close on Friday, February 1st!
All ads must be delivered to the printer by Friday, February 8th.**

2008 St. Mary's Rams Baseball Program

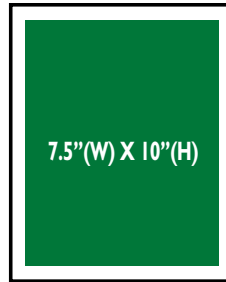
AD SPECIFICATIONS

Back Cover\$500.00
Inside front cover ..\$400.00
Inside back cover...\$400.00

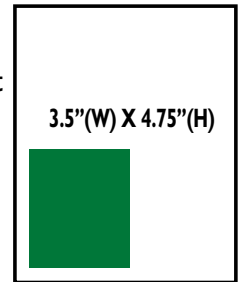
Inside

Full page.....\$250.00

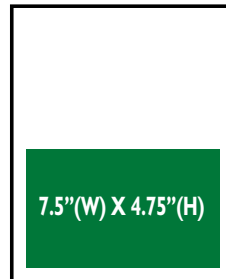
SIZE: 7.5" width X 10" height



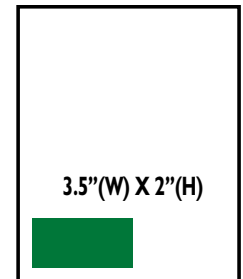
One-quarter\$100.00
SIZE: 3.5" width X 4.75" height



Half page \$150.00
SIZE: 7.5" width X 4.75" height



Business card size
.....\$75.00 per card
SIZE: 3.5" width X 2" height



Advertisements need to be sent electronically to the publisher (see instructions below under "Where To Send Ads"). This will insure a clean, clear reproduction of the original ad. If you have questions, please contact the person who sold you the ad, or...

- 1) Chris LaCroix at 209-887-3647 or 209-6030569 or chlacroix1@aol.com
- 2) Cindy Escobar at 209-464-9263 or 209-598-2297 or radtechce@yahoo.com
- 3) Roxann Fregari at 209.887.2147 or momroxannrox@yahoo.com

IMPORTANT, IMPORTANT

Production charges (*Cost to build an ad*)

If we have to design, build and produce your ad, additional charges apply as follows:

Full page: \$70 Half page: \$50 Quarter page: \$40 Business card: \$30

There will be NO production charge for ads supplied electronically that we do not have to build or rebuild to meet required specifications.

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FILE FORMATS:

PDF files using Adobe Acrobat are highly preferred. Please use the XI-A 2001 option in Acrobat when making the PDF. If you must send a file other than a PDF, please follow these instructions.

InDesign - Use the "Package" option to include all fonts and artwork. All colors must be CMYK. All image files must be 300 dpi. If you have transparencies in your InDesign file, you MUST send an XI-A 2001 PDF instead of the source file.

QuarkXpress - Include all fonts and artwork. All colors must be CMYK. All image files must be 300 dpi.

Photoshop - File must be a flattened TIFF file or a high-resolution JPG; do not send an EPS file. Resolution should be 300 dpi at the print size. Color must be CMYK.

WHERE TO SEND ADS:

Files under 5 MB may be e-mailed to cindi@pdidesign.com. Anything larger should be FTP'd by pointing your browser to www.pdidesign.com. In the left-hand panel on the Home Page, click on the "Send a File" button and follow the instructions. If you are sending application files, they must be stuffed or zipped. If you have problems sending a file, please call Cindi at 303-463-5220, ext. 16.



Baseball Program Advertising Rates & Specs

AD PURCHASED BY:

NAME: _____

NAME OF COMPANY: _____

SIZE OF AD: Full Half Quarter Business card

DO YOU HAVE AN AD? Yes No

CONTACT FOR CONTENT TO BUILD AD: _____

PHONE: _____ EMAIL: _____

AD PURCHASED BY:

NAME: _____

NAME OF COMPANY: _____

SIZE OF AD: Full Half Quarter Business card

DO YOU HAVE AN AD? Yes No

CONTACT FOR CONTENT TO BUILD AD: _____

PHONE: _____ EMAIL: _____

AD PURCHASED BY:

NAME: _____

NAME OF COMPANY: _____

SIZE OF AD: Full Half Quarter Business card

DO YOU HAVE AN AD? Yes No

CONTACT FOR CONTENT TO BUILD AD: _____

PHONE: _____ EMAIL: _____
