

**Coastal Carolina Aquatic Association
2019 Championship Meet Program Advertising**

Program Book sales and advertising raise funds for CCAA Scholarships and operating expenses.

ALL teams NEED to sell ads!!! Each team may retain 10% of the funds it collects.

WE PREFER ELECTRONICALLY SUBMITTED ADS!

Ads reproduce best when designed in black/white or grayscale. You may design out to the edges of the sizes below – we allow for white space beyond those borders.

| | | | |
|---------------------------|----------------------|--|----------------------|
| ¼ Page.....\$20 | 5" tall x 3.75" wide | Special Location.....\$100 | 10" tall x 7.5" wide |
| ½ Page.....\$30 | 5" tall x 7.5" wide | Inside front cover, inside back cover, front or back of colored insert page facing start of each day's events. Email Beth ASAP at bhilleke@gmail.com to inquire about/reserve special location(s). | |
| Full Page.....\$55 | 10" tall x 7.5" wide | | |

TEAM ADS

Ad fees (less the team's 10%) and ad copies (if submitting hard copies) should be turned in with the team's meet entries on Friday, July 5, 2019. Ads may be submitted electronically beginning July 1, 2018. Submission is a commitment to pay; editing and pulling of ads is not available. Please do NOT submit both hard copies and electronic versions of the same ads.

RELAY AND SWIMMER/EVENT SPECIFIC ADS

Ads for relay teams and for individual swimmers will be accepted until noon on Monday, July 8. These ads must be submitted electronically – no hard copies. Payment is expected on or before the first day of the meet.

Electronic ads: To ensure the best reproduction of your ad, submit it as an email attachment or share via an online file sharing service.

SEE AD SIZES ABOVE.

Include the team abbreviation in the subject of the email; e.g. SML 7-8 girls

File names should follow this patterns –team name, age group or swimmer names or some identifying characteristic, ad size: SML_7-8_girls_half.pdf or SML_hilleke_quarter.pdf, etc.

- **Word and Publisher:** Use common fonts, or embed the fonts. CCAA is not responsible for font changes. For best results, convert the file to a PDF. Office 2010 and above has a "Save as PDF" option. Or get a free PDF maker: www.cutepdf.com/products/cutepdf/Writer.asp
- **PDF, Illustrator, and Photoshop** - No Color! Embed the fonts or create outlines (AI). Save as PDFx1a format to reduce the file size.

Send ads (not questions) to your league's designated email address:

Yellow League – citymeetyellow@gmail.com

Blue League – citymeetblue@gmail.com

White League – citymeetwhite@gmail.com

Red League – citymeetred@gmail.com

Questions? Call/text (cell preferred) or email Beth Hilleke

Cell: 217-371-4313 **Work:** 843-571-5700 **Email:** bhilleke@gmail.com