

East Coweta High School
Cheerleading Booster Club
PO Box 682
Sharpsburg, GA 30277

Cheerleading Coaches

Jodi Guess-Program Director/Varsity Competition/Football
Kelley Rosales- Junior Varsity Football/ Competition
Kaylee Robinson- Varsity Football/ Competition
Dekima Leaphart- Varsity Basketball

Administration

Hap Hines-Athletic Director

Dear Sir or Madam,

In 2017 East Coweta High School's 500 plus football programs went into the hands of fans at our regular season home football games. This publication contains advertisements, pictures, rosters, administrators and coaches' biographies, statistics, and much more. This is the first print piece newcomers to our community see about East Coweta High School, so it is full of useful information making it more than a keepsake.

The Cheerleading Booster Club at East Coweta High School would like to give your company the opportunity to boost your business and support East Coweta High School by advertising in our football program. All ads are full color and our ad prices are as follow:

Full Page \$300 ½ Page \$200 ¼ Page \$125 1/8 Page \$100

*All businesses purchasing a full-page ad have the option of two complimentary season tickets upon request, plus a complimentary program. If you choose this option your season tickets will be MAILED to your place of business listed on the attached ad form by AUGUST 17, 2018. The first REGULAR season game is August 24th. The program will be dropped off personally by the cheerleader who sold you the advertisement.

Another ECHS home game tradition is throwing souvenir footballs to the crowd throughout each home game. We have enclosed information about sponsoring these popular spirit items.

If you wish to take out an ad or buy souvenir footballs, please complete the enclosed form(s) and return them to us. Please make checks payable to **East Coweta Cheerleading Boosters**. In order to serve you better we ask that all ads be placed and paid for by May 1, 2018. You can mail your advertising form and check to the above address.

Sincerely,

East Coweta High School Cheerleading Coaches and Booster Club

Echs@yourgms.com- contact for questions regarding artwork, advertising requirements, etc.

jodi.guess@cowetaschools.net- contact for questions specific to cheerleading, or to see if your ad has been received

Advertising Requirements

If you have questions regarding your ad specifications, please email Johnsi: echs@yourgms.com

Criteria for new ads

If submitting a print ready ad it must be a PDF or JPEG - We will NOT accept:

Publisher or Documents (*.pub, *.htm, *.html, *.mht, *.mhtml, *.docx, *.docm, *.doc)

Excel Spreadsheets or Documents (*.xl, *.xlsx, *.xlsm,)

Website captured images or pages

If submitting a JPEG of the ad (which includes images and copy), it must be a high-resolution image, no crop marks.

300D DPI at 100% or larger, sRGB Color Space

If submitting a PDF, please submit according the sizes listed below.

Ad sizes are as follows

Full Page - 7.5" x 10" (vertical only ⇕)

1/2 Page - 7.5" x 4.5" (horizontal only ↔)

1/4 Page - 3.5" x 4.5" (vertical only ⇕)

1/8 Page - 3.5" x 2.325" (horizontal only ↔)

Copy to be place in the ad can be submitted on a Word document, printed on the Advertising Information form, or in an email.

Copy can be emailed to: echs@yourgms.com

If submitting images (photos and/or logos) to be used in your ad, they must be high resolution images. 300 DPI at 100% or larger of the final print size. Logos can be JPEG, PDF, or EPS files. Please clearly identify the images and the ad for which they are being submitted.

PLEASE NOTE: NO 72 DPI IMAGES, NOR IMAGES CAPTURED FROM WEBSITE CAN BE USED. These images will not reproduce and will result in a very poor-quality ad.

If you have questions regarding your ad specifications, please email Johnsi: echs@yourgms.com

Please submit information and images for your ad by May 11, 2017. This will provide us with the proper time frame to properly prepare and produce your ad for the sports program.

Return White & Yellow copies to school. Pink copy goes to Advertiser.

**East Coweta High School Cheerleading Booster Club
2018 Advertising Information**

IMPORTANT: (please write clearly and fill/check ALL blanks to complete form)

Please Print:

Business Name: _____

Address: _____

City/State/Zip: _____

Business Phone: _____ Fax: _____

Website Address: _____

Name of Contact Person: _____

Work Phone: _____ Cell: _____

Email: _____

Size of Ad: [] Full Page-\$300 [] ½ Page-\$200 [] ¼ Page-\$125 [] ⅛ Page-\$100

Please make checks payable to ECHS Cheerleading Booster Club.

Yes, I would like two complimentary season tickets with my full page ad.

[] New Advertiser (was not in last year's program book) and will furnish required information and artwork

[] New ad and will furnish required information and artwork*

[] Advertiser given copy of *Ad Requirements Page*

Email ad copy and images to: **echs@yourgms.com**

[] New ad which GMS needs to create

[] Advertiser given copy of Ad Requirements

[] Current Advertiser (was in last year's program book)

[] Use ad from last year, no changes need to be made

[] Use ad from last year, but with changes noted below
in "Special Instructions"

DEADLINE FOR ALL ADS IS TUESDAY, MAY 1, 2018!

Do you want a picture to accompany your ad? Please select a date and our cheerleaders will come to your business, in uniform, to take the picture.

Friday, June 1st, 11am – 2pm

Saturday, June 2nd, 10am – 2pm

Signature of Advertiser: - _____

Print Name: _____

Special Instructions: (please indicate any changes to be made in this year's from last year's ad, special instructions, and any pertinent information regarding the ad)

Ad was sold by ECHS CHEERLEADER: please write cheerleader name in blank provided if applicable:

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