



# 2024 EAGLE BOYS BASKETBALL Marketing Sponsorships

## MAGAZINE POSITIONS

### Business Ads

- Full Page - \$750
- Half Page - \$375
- Quarter Page - \$250
- Business Card - \$125

### Senior Dedications:

- (Full Page) - \$500
- (Half Page) - \$250

## PREMIER POSITIONS

### Inside Front Cover - \$1500

- 1 spot available

### Inside Back Cover - \$1500

- 1 spot available

### Back Cover - \$2500

- 1 spot available

### Team Roster Picture Pages

- Business Card Ad - \$200
- Limited availability

### Two Page Spread - \$1750

## GYMNASIUM VIDEO BOARD OPPORTUNITY

- Plays on 6 video screens + scorer's table screen
- 30 sec spots on rotation during (8)home games + home playoff games.
  - (5) Freshman, JV and Varsity games: 3:30PM – 8:30PM
  - (3) Varsity only games: 5:30PM-8:30PM
- APPROXIMATE ATTENDANCE: 800
- INCLUDES: 2 Season Courtside Seats
- \$4000



## DIGITAL CONTENT / SOCIAL MEDIA

- 28 Game opportunities
- X (formerly Twitter) – 1400 followers
- Instagram – 1600 followers
- Game Day Sponsor: \$500 per game includes:
  - One story published on game day
  - Static post – includes artwork (creative graphic w/ logo), three sentences about the business, and website link
- PLUS: Bonus “Thank You to All Our Sponsors” post; listing all sponsors businesses on additional Playoff Game Days!

## SEASON COURTSIDE SEAT PURCHASE

- \$200 for two seats

## COPY RESTRICTIONS & PUBLISHER'S PROTECTIVE CLAUSE

Ad placement is at the full discretion of Eagle Basketball. The publisher reserves the right to reject any advertisement or to request for alterations in content prior to print publication, if said advertisement does not conform to Santa Margarita Catholic High School standards. Advertisers and/or advertising agencies assume liability for all content of advertisements for any and all claims. Payments made on ads are non-refundable.



# 2024 EAGLE BOYS BASKETBALL

## Production Specifications

### PRINTING

Conventional and digital offset; 175 line screen, perfect bound.

### FINAL TRIM SIZE

8.5" (W) X 11" (D). Extend bleed 1/8" beyond trim on all sides. Type and other image area not intended to bleed or trim, must be held at least 1/2" from trim.

### AD SPECIFICATIONS

Digital files are required for ad submissions. Eagle Magazine accepts files in the print ready PDF file format. We also support EPS, TIFF, flattened PSD. Native application files will not be accepted.

### MEDIA

If transferring files electronically, contact your advertising representative. Please label all media with agency name, contact name, phone number, advertiser, ad number, vendor and emergency contact.

### DESKTOP FILE FORMATS

The PDF/X1a format is now being accepted for file submission. Attention must be paid to the proper creation of PDF/X1a files to ensure that they will reproduce correctly. Desktop applications (InDesign or QuarkXPress) saved as PDF/X1a (distilled from PostScript). LaserWriter or AdobePS and the DDAPv3 PPD have to be used when saving the Postscript file. All high-resolution images and fonts must be included when the PDF/X1a file is saved. Images must be SWOP (CMYK or Grayscale) TIFF or EPS between 200 and 400 dpi. Total area density should not exceed SWOP 300% TAC. No RGB or JPEG images.

### PROOFING REQUIREMENTS

Eagle Magazine requires 1 proof conforming to SWOP (Specifications for Web Offset Publications) for 4 color process version. Digital proofs are accepted but they must be produced on a SWOP-certified proofing system. Digital proofs should be made from the same file that is being submitted for publication.

### DESIGN FEES

Template design fees are \$75.00 per ad. Includes logo and contact info on a designated template. Custom designs are available upon request at an hourly rate of \$100/hr.

If you have paid for ad design, you own the final product, and we will send you the design files and final, high resolution PDFs.

We are not responsible for editing or changing the size of your ad for any other publication or use. If you would like us to resize or re-work the ad for another publication or use, you will be billed \$25/hr, minimum one hour.

If you have additional changes after three rounds of edits, or if you request changes after you sign off, you will be billed at \$25/hr, minimum of one hour.

### RETENTION OF MATERIALS

All materials will be automatically discarded after one year. Publisher is not responsible for archiving ad materials.



### MECHANICAL SPECIFICATIONS



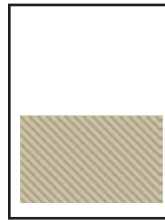
#### Two Page Spread (W x H)

Trim: 17 in X 11 in  
Bleed: 17.25 in X 11.25 in  
Live: 16 in X 9 in



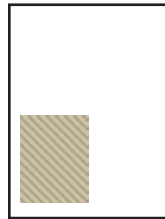
#### Full Page (W x H)

Trim: 8.5 in X 11 in  
Bleed: 8.75 in X 11.25 in  
Live: 7.5 in X 9 in



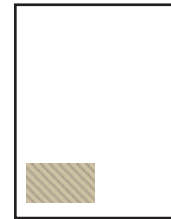
#### 1/2 Page Horizontal (W x H)

7.25 in X 4.44 in



#### 1/4 Page Vertical (W x H)

3.5 in X 4.44 in



#### 1/8 Page Horizontal (W x H)

3.5 in X 2 in

### Video Board Specs:

#### NORTH & SOUTH AUXILIARY BOARDS

Full Screen: 560 wide x 320 high pixels

#### EAST & WEST AUXILIARY BOARDS

Full Screen: 1120 wide x 320 high pixels

Half Screen: 560 wide x 320 high pixels

### PLEASE EMAIL PRINT ARTWORK FILES TO:

Santamargaritaboysbasketball@smhs.org

### PLEASE EMAIL VIDEO BOARD ARTWORK FILES TO:

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