



# Allen Eagle Touchdown Club

Football Program Advertising Contract

## 2012 Business Ads

Company : \_\_\_\_\_ Contact : \_\_\_\_\_

Address: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

### Ad Size/Type:

<input type="checkbox"/> Full Page B&W	7.5" x 9.75" max. print area including borders	\$550	_____
<input type="checkbox"/> 1/2 Page Horiz. B&W	7.5" x 4.875" max. print area including borders	\$350	_____
<input type="checkbox"/> 1/4 Page B&W	3.75" x 4.875" max. print area including borders	\$250	_____
<input type="checkbox"/> 1/8 Page B&W	3.75" x 2.4375" max. print area including borders	\$175	_____
<input type="checkbox"/> Full Page Color	7.5" x 9.75" max. print area including borders	\$750	_____
<input type="checkbox"/> 1/2 Page Color	7.5" x 4.875" max. print area including borders	\$525	_____
<input type="checkbox"/> 1/4 Page Color	3.75" x 4.875" max. print area including borders	\$350	_____
<input type="checkbox"/> Inside Front Cover	Trim Size=8.5" x 11"; add .125" bleed/side; keep live area .25" from trim	\$1,250	_____
<input type="checkbox"/> Inside Back Cover	Trim Size=8.5" x 11"; add .125" bleed/side; keep live area .25" from trim	\$1,250	_____
<input type="checkbox"/> Eagles Roster Adjacency	7.5" x 9.75" max. print area including borders	\$1,100	SOLD _____
<input type="checkbox"/> Opp. Roster Adjacency	Home game 1 2 3 4 5 7.5"x4.875" max. print area incl. borders	\$500	_____
<input type="checkbox"/> Football Centerfold (2 pages)	Beneath Team Photo - Type and Logo only	\$900	_____
<input type="checkbox"/> Escadrille Centerfold (2 pages)	Beneath Escadrille Photo - Type and Logo only	\$900	_____
<input type="checkbox"/> Back Cover	Trim Size=8.5" x 11"; add .125" bleed/side; keep live area .25" from trim	\$2,000	SOLD _____
<input type="checkbox"/> Special Ad Placement	Please Specify _____	\$50	_____

### Advertising Artwork/Services Detail

- Advertiser to submit new artwork (See Artwork Guidelines on back.)
- Ad to be created/designed by TDC Ad Services (Check fee that applies.)
  - 1/8 pg.=\$35     1/4 pg.=\$60     1/2 pg.=\$100     Full page=\$150

Advertisers must attach separate sheet with copy/layout instructions. Include camera-ready (or digital) logos, plus any photos or other images to include in layout. Fee covers simple layout only. Requests missing design elements or ads requiring complex design work subject to additional fees.

Note: Ad design for exclusive use in Eagle Touchdown Club's Official Game Program with all other copyrights retained by designer.

- Repeat Last Year's Program Ad - WITH NO CHANGES - ad will run exactly as 2011 ad
- Revise Last Year's Program Ad - Rework by TDC Ad Services (\*Only TDC-created ads can be reworked)
  - Up to 3 min. copy-only revisions=\$15     Add'l >3 copy-only revisions=\$25     Add'l for new photos/images=\$40
 Requested changes to copy/typeset/images: \_\_\_\_\_
- Football Players/Cheerleaders needed for Ad photography (Date and time to be arranged)
  - Photo for provided artwork=\$40     Update last year's ad=see above     New ad/TDC artwork services=NO CHARGE

**Total Amount Due** \_\_\_\_\_

**\*Payment and artwork are due by June 15, 2012.**

Artwork should be emailed to [Program@AllenTDC.com](mailto:Program@AllenTDC.com) or mailed to address below.

Method of Payment:     Check - Payable to Allen Eagle Touchdown Club, Check # \_\_\_\_\_  
 Cash  
 Credit card (online at <http://AllenTDC.Revtrak.net>)

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

TD Club Representative \_\_\_\_\_

Please remit contract with payment to:  
 Eagle Touchdown Club c/o AHS Athletic Office, 301 Rivercrest Blvd., Allen, TX 75002 (972) 727-0437

Orders can be made and paid for online. Visit <http://AllenTDC.Revtrak.net>