

WALT WHITMAN ALL-SPORTS BOOSTER CLUB
Advertising Agreement 2016-2017 (Fall, Winter and Spring Seasons)

Dear Friend of Walt Whitman High School,

The Viking Spirit, a glossy, bound, and stapled book about our athletic program, is a great way to reach out to more than 1,000 families at Walt Whitman High School. We publish three seasons a year. The Viking Spirit highlights the accomplishments of more than 600 athletes on 38 teams; as well as our great coaches, trainers, team managers, sports writers, film crew, news reporters and photographers, team statisticians, pep band and marching band.

Our teams, which consistently perform well at both the county and state level, always draw enthusiastic crowds and generate lots of excitement. By placing an ad in the Viking Spirit, you will not only help support our students and teams, but also reach out to your neighbors and customers, and give the Walt Whitman All Sports Booster Club a helping hand in their effort to compensate for limited county funds for sports programs.

Deadline for Sign Placement – Friday, August 26
Deadline to Advertise for Fall – Friday, September 30
Deadline to Advertise for Winter – Friday, December 9
Deadline to Advertise for Spring – Friday, March 31

For questions concerning advertising contact Bogdan Kosanovic at 301-941-1235 or bogdank@verizon.net.

Please mail or deliver the completed FORM, hard copy of your AD and CHECK to:

Bogdan Kosanovic, 5411 Glenwood Road, Bethesda, MD 20817

Please make checks payable to: WALT WHITMAN ALL-SPORTS BOOSTER CLUB

THE VIKING SPIRIT – 2016-2017 AD RATES & SPECIFICATIONS

<u>Ad Placement</u>	<u>Size</u>	<u>1 Season</u>	<u>2 Seasons</u>	<u>3 Seasons</u>
<input type="checkbox"/> Back Cover	5.5" x 8.5"	\$275.00	\$475.00	\$700.00*
<input type="checkbox"/> Inside Cover	5.5" x 8.5"	\$250.00	\$450.00	\$650.00*
<input type="checkbox"/> Full Page	5.5" x 8.5"	\$225.00	\$400.00	\$600.00*
<input type="checkbox"/> Half Page	5.5" x 4.25"	\$150.00	\$275.00	\$450.00

All ads are full color. PDF is preferable. JPEG or Word Doc acceptable. 300 dpi.

Full Size ad: Trim 5.5" x 8.5" Live area: keep all important parts of images and text within a 1/2" from page edge to avoid being trimmed off. Bleed: add 1/8" to bleed side; Full Bleed size 5.75" x 8.75". Half page ad: 5.5" x 4.25" Please e-mail ad(s) files to: Anne West at annecre8@aol.com

Use Whitman Spirit Ad in subject header.

SIGNS (Advertiser provides signs)

We do not use banners, but signs. They must be made of Coroplast or similar sturdy material.

The <http://www.nextdaysignexpress.com/> will give you discounted price. Mention Walt Whitman All Sports Booster Club.

**Receive a free space for a field sign when purchasing Back/Inside Cover or Full Page adds for 3 seasons (advertiser provides a sign)*

***Purchase a Stadium Field Sign for the year and receive 3 full page ads (ads are free of charge – 1 per season)*

<u>Sign Placement</u>	<u>Size</u>	<u>2016-17 Year</u>
<input type="checkbox"/> Stadium Field**	3'6" x 8'	\$600.00
<input type="checkbox"/> Concession Stand Fence Option		+\$300.00

Advertiser _____ Team (if applicable) _____

Address _____

Phone _____ E-mail _____