

# 2016-17 ALL-SPORTS ATHLETIC PROGRAM ADVERTISING RATES

## BE PART OF THE TOSA EAST TRADITION

The Tosa East Athletic program is a great way for your business to reach our community and support our student athletes.

Last year we published and distributed 2,000 copies of the programs thanks to the sponsorship of many businesses in and around the Wauwatosa area.

The Athletic Programs are available at all of the home sporting events during the fall, winter, and beginning this school year, spring seasons.

Proceeds from advertising cover the cost of printing and go directly to the Booster Club to promote Tosa East Athletics.

You can help our fundraising efforts by purchasing advertising space in the 2016-2017 guides. Options for sponsorship are as follows:



**FALL, WINTER, & SPRING  
PROGRAMS INCLUDED IN ONE  
PRICE!!**

Get your ad in for fall to be included in all 3 seasons of the guides!

## SPECIFICATIONS & RATES

### Black & White Ads

Size	Dimensions	2 Books (Winter & Spring)	3 Books (Fall, Winter & Spring)
Full Page	7.5 x 9.75	\$320	\$360
Half Page	7.5 x 4.75	\$220	\$260
1/4 Page	3.5 x 4.75	\$170	\$185
1/8 Page	3.5 x 2.0	\$95	\$110

### Color Ads

Size	Dimensions	2 Books (Winter & Spring)	3 Books (Fall, Winter & Spring)
Full inside Page	7.5 x 9.75	\$620	\$660
Full cover page	7.5 x 9.75	\$520	\$560
Half Page	7.5 x 4.75	\$320	\$360

### + Production Details

- PDF files preferred
- Can also accept Photoshop or Illustrator files
- We can scan business cards



# PROGRAM AD PLACEMENT FORM

**Business Name** \_\_\_\_\_

**Contact** \_\_\_\_\_

**Title** \_\_\_\_\_

**Address** \_\_\_\_\_

**Phone Number** \_\_\_\_\_

**Email** \_\_\_\_\_

**Signature** \_\_\_\_\_

### Select Your Ad Size: 2 Books

- |   |       |
|---|-------|
| <input type="checkbox"/> B&W Full Page          | \$320 |
| <input type="checkbox"/> B&W Half Page          | \$220 |
| <input type="checkbox"/> B&W 1/4 Page           | \$170 |
| <input type="checkbox"/> B&W 1/8 Page           | \$95  |
| <input type="checkbox"/> Color Full Inside Page | \$620 |
| <input type="checkbox"/> Color Full Cover Page  | \$520 |
| <input type="checkbox"/> Color Half Page        | \$320 |

### Select Your Ad Size: 3 Books

- |   |       |
|---|-------|
| <input type="checkbox"/> B&W Full Page          | \$360 |
| <input type="checkbox"/> B&W Half Page          | \$260 |
| <input type="checkbox"/> B&W 1/4 Page           | \$185 |
| <input type="checkbox"/> B&W 1/8 Page           | \$110 |
| <input type="checkbox"/> Color Full Inside Page | \$660 |
| <input type="checkbox"/> Color Full Cover Page  | \$560 |
| <input type="checkbox"/> Color Half Page        | \$360 |

- Check Enclosed
- Add my name to the donor list
- Keep my donation anonymous
- Artwork/Graphics/Business Card Attached

- This is a renewal, please use the existing ad we have on file.
- This is a renewal, I will be sending a new ad to use.

**FALL  
PROGRAM  
DEADLINE**

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**SEPTEMBER 28,  
2016**

*Advertisers can submit an electronic file of the ad. **PDF** is preferred. We can also accept ads created with **Adobe Photoshop or Adobe Illustrator.***

**Please make checks payable to: Wauwatosa East Booster Club**

Mail to: TE Booster  
 c/o Jennifer Bye  
 8000 Stickney Avenue  
 Wauwatosa, WI 53213

**Please email ads to: [byejennifer75@yahoo.com](mailto:byejennifer75@yahoo.com)**