



## 2023 EAGLE FOOTBALL

# Marketing Sponsorships

### MAGAZINE POSITIONS

- Full Page — \$1,000
- Half Page — \$500
- Quarter Page — \$250
- Business Card Ad — \$125
- Senior Dedication (Full Page) — \$650

### PREMIER POSITIONS

- Inside Front Cover — \$3000
- Inside Back Cover — \$3000
- Back Cover — \$4,000
- First Page of Program — \$1,750
- Last Page of Program — \$1,750
- Team Rosters — \$2,000
- Two Page Spread — \$1,750
- Game Outlook Sponsor — \$ 2,500
- Feature page (First 5 to 10 pages) — \$1,500

### ON FIELD STADIUM OPPORTUNITIES – Varsity (5 Games)

- Varsity Game on Field A-Frame — \$1,500
- Repeat Sponsor Varsity Game on Field A-Frame — \$1,200
- Exclusive Headset Sponsor — \$2,500

### ON FIELD CAMPUS OPPORTUNITIES – Frosh & JV (10 Games)

- Frosh & JV Game on Field A-Frame — \$1,500

### STADIUM VIDEO BOARD OPPORTUNITIES Varsity (Saddleback Stadium) 5 Game + Playoffs

- Full Screen Loop — \$3,500

### 1ST DOWN GRAPHIC & PA ANNOUNCEMENT

- Logo appears to include a PA announcement on an Eagle 1st Down — \$5,000

### PRE-GAME INTRO VIDEO

- All Home Games — \$5,000
- Played before Eagles enter the field

### GAMEDAY HYPE VIDEO

- Varsity Game recap highlights on video board & all social media platforms — \$5,000
- Logo will be displayed for opening and closing of video.

### DIGITAL CONTENT / SOCIAL MEDIA (10 Games + Playoffs)

- Twitter & Instagram
- Business of the week Feature (5 opportunities) — \$1,000 per game
- Special Teams player of the game — \$850 per game
- Offensive Player of the game — \$850 per game
- Defensive Player of the game — \$850 per game



### COPY RESTRICTIONS & PUBLISHER'S PROTECTIVE CLAUSE

Ad placement is at the full discretion of Eagle Football. 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.

### EMAIL FOR CUSTOM PACKAGES

Eaglefbponsors@gmail.com



# 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.



Purchasing Site QR Code



Last Season Magazine Example QR Code

## MECHANICAL SPECIFICATIONS



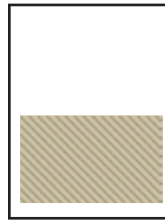
### Two Page Spread (W x H)

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



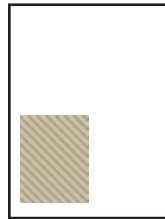
### Full Page (W x H)

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



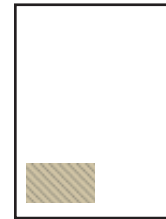
### 1/2 Page Horizontal (W x H)

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

**A-Frame Banner:** 96 in X 36 in (W x H)

## Video Board Specs:

**Full Screen:** 792 x 336

**Qtr Screen:** 195 x 336

## PLEASE EMAIL PRINT ARTWORK FILES TO:

Eaglefbponsors@gmail.com

## PLEASE EMAIL VIDEO BOARD ARTWORK FILES TO:

overtonc@smhs.org