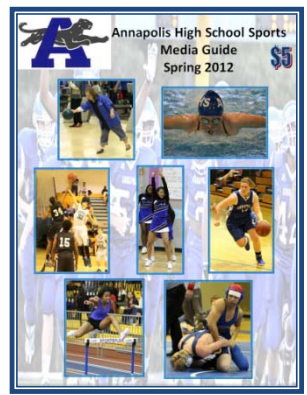




# Annapolis High School Sports Boosters Media Guide Information Package for Advertisers Spring 2012



The Sports Booster Club has developed a Sports Media Guide that features team and individual pictures of Annapolis JV and Varsity student-athletes as well as useful team content including schedules, rosters, coaching bios, and more.

- **Local businesses** can show their support for AHS sports teams by placing full color advertising in the Media Guide.
  - **Families** can also show their support by placing ads that featuring their favorite teams or student-athletes.
- All advertising fees are tax deductible for both businesses and individuals.

**All advertisers receive a complimentary issue of the Media Guide!**

The Boosters recently issued their inaugural edition of the Media Guide, featuring Winter Sports. We are now accepting applications for advertisements in our second edition for Spring sports which includes Lacrosse, Baseball, Softball, Track, Bocce & Tennis. Next year, the Boosters hopes to be able to publish the Media Guide for the Fall, Winter and Spring sports teams.

The Media Guide will be on display in hundreds of local businesses and homes throughout the greater Annapolis area, resulting in **thousands of views for your ad** and support of AHS!

*The young men and women in this program are very dedicated student-athletes as well as upstanding members of our community. We would like you, our community, to be a part of strengthening the connection between these individuals and those who follow and support them!*

**Deadline**

**Deadline** for submission of advertising for the Spring 2012 edition of the AHS Sports Media Guide is

**Fri, March 30<sup>th</sup> 2012.**

The Spring edition will be distributed on or before April 15, 2012.

**Did you know that less than 15-20% of the funds for sports teams comes from the County?**

**Ready to Place an Ad?**  
You have *two choices*:

1. Please complete the **Paper Application** on the other side of this flyer; *or*
2. Submit an **Online Application** at <http://www.annapolishighschool.org> click on Athletics | Media Guide or goto [tinyurl.com/ahsMG2012](http://tinyurl.com/ahsMG2012)

**Got Camera Ready Artwork?** While camera ready artwork is greatly appreciated, limited design assistance may be available through the gracious support of our volunteer organization. Call or write us for more details.

**Got Artwork?**

**Want to Donate?**

**Want to Help But Can't Run an Ad?**  
*Since the Boosters are a 501(c)(3) corporation, all personal and business donations are fully tax deductible. Check with your tax advisor. All contributors will be listed in the Media Guide (unless you opt out). See form on other side or online.*

**Questions / Comments / Problems???**

Please contact Mark D. Johnson via email at [AHSMediaGuide@yahoo.com](mailto:AHSMediaGuide@yahoo.com) or 410-703-4284.

# AHS Sports Boosters Media Guide Advertising Application

## Directions for Placing an Ad in the Media Guide:

Complete using either paper below or online (see other side for website)

1. Provide us with contact information.
2. Select the size of the ad and the sports seasons you would like the ad to run in, Winter or Spring, from the Rate Sheet.
3. Designate the Student-Athlete (and his/her sports team) who sold you this ad.
4. Provide your Student-Athlete with a **check payable to "AHS Sports Booster Club"**.
5. If using paper form, please provide to Student-Athlete along with check.
6. Send full color camera ready art work to AHSMediaGuide@yahoo.com or by mail (including checks) to: **AHS Media Guide c/o Mark Johnson 979 Phillips Dr. Arnold, MD 21012**

Full Page		Half Page	
1/4 Page		1/4 Page	
Biz Card	Biz Card	Biz Card	Biz Card

## Contact Information:

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

Phone Number(s): \_\_\_\_\_

Email Address(es): \_\_\_\_\_

I am interested in hearing more about how we can print copies of the Media Guide in exchange for FREE advertising:

We will provide camera ready artwork:  Please call us to provide assistance with Artwork:

I am interested in donating to the Sports Boosters:  Donation Amount: \$\_\_\_\_\_ Do NOT list our name in Guide:

## Rate Sheet:

Note: At this point, only advertisements for the Spring 2012 Edition are being accepted, so only the One Season rates apply.

Select Size/Type of Ad	One Season <small>(select 1 season below)</small>	Two Seasons 15% Discount <small>(select 2 season below)</small>	Three Seasons 30% Discount <small>(select 3 season below)</small>
Full Page Ad	<input type="checkbox"/> \$100	<input type="checkbox"/> \$170	<input type="checkbox"/> \$102
Half Page Ad	<input type="checkbox"/> \$60	<input type="checkbox"/> \$68	<input type="checkbox"/> \$42
Quarter Page Ad	<input type="checkbox"/> \$40	<input type="checkbox"/> \$46	<input type="checkbox"/> \$28
Business Card Size Ad	<input type="checkbox"/> \$25	<input type="checkbox"/> \$29	<input type="checkbox"/> \$18
Front Cover (2"x7" at bottom) (See Note 1) <b>NEW</b>	<input type="checkbox"/> \$500	<input type="checkbox"/> \$575	<input type="checkbox"/> \$350
Back Cover (Full Page) (See Note 1) (Sold Out)	<input type="checkbox"/> \$500	<input type="checkbox"/> \$575	<input type="checkbox"/> \$350
Inside Cover (Full Page) (See Note 1) (Sold Out)	<input type="checkbox"/> \$250	<input type="checkbox"/> \$287	<input type="checkbox"/> \$176
Inside Back Cover (Full Page) (See Note 1) (Sold Out)	<input type="checkbox"/> \$250	<input type="checkbox"/> \$287	<input type="checkbox"/> \$176
Opposite Table of Contents (Full Page) (See Note 1) (Sold Out)	<input type="checkbox"/> \$250	<input type="checkbox"/> \$287	<input type="checkbox"/> \$176
FREE Advertising <small>(Willing to print some copies of Media Guide? See Note 2 below)</small>	<input type="checkbox"/> Free	<input type="checkbox"/> Free	<input type="checkbox"/> Free

Specify which sports season(s) you would like your ad to appear in:  Winter  Spring  Fall

## Notes:

- (1) Only one of each type of these ads are available in each season of the Media Guide so these specialty ad pages are available on a first come first serve basis.
- (2) The Boosters are seeking companies that are willing to print some copies on their color copiers in exchanges for a free ad. Contact Mark Johnson (410-703-4284 or AHSMediaGuide@yahoo.com) for more information. These opportunities are also offered on a first come basis.

### Student-Athlete:

[To be completed by Student]

Student Name: \_\_\_\_\_ Class Year:  Fresh.  Soph.  Jr.  Sr.

Phone#: \_\_\_\_\_ Email: \_\_\_\_\_

Team(s) Student Plays For: \_\_\_\_\_

Please indicate Boys or Girls and JV, if applicable

**Students:** Return this completed form, along with check, to AD Gehrdes, Jan Schwartz or the AHS Front Desk in an envelope marked "AHS Sports Boosters/Media Guide".