



MISSISSIPPI ASSOCIATION OF COACHES

Post Office Box 1194, Clinton, MS 39060-1194
600 East Northside Dr., Clinton, MS 39056-3437
Telephone: 601-924-3020 Fax: 601-924-3050
www.mscoaches.com



DIRECTIONS FOR SELLING ADS FOR THE GAME PROGRAM

1. Each participant is expected to sell a minimum of \$300.00 in ads. The more you sell, the larger your commission check will be. *You must sell at least \$300 in ads in order to receive a commission check.* For example,

If you sell this amount in Ads:	Your Commission Check will be for:
\$1,000.00	\$200.00
900.00	180.00
800.00	160.00

2. **Start immediately** selling your ads. Please be sure to ask your Coach for help. Some suggestions for ad sales: school (booster club, organizations, etc.), church, local businesses (banks, physicians, dentists, restaurants, etc.), family.
3. Make copies of the ad contract page to sell your ads. Please make sure all information is legible and that your name is on the bottom of the contract as the All-Star. Personal messages, business cards, photos, etc. can be included, but please DO NOT staple them.
4. Checks should be made payable to the Mississippi Association of Coaches. We recommend that you do not send cash through the mail. Either send a personal check or money order for the necessary amount.
5. We will lay out the ad for you if you do not send a ready-made ad.
6. **Please do not wait until the last day to mail your ads.**

If a 1/2 page or larger ad is purchased, honor pages with information taken from the Personal Information Form will be created. Photographs can be used in your program ads. Only clear photos will be used. Be sure to designate which photograph and message should be used for each ad.

Please be careful when attaching photos or business cards to ads- we can't undo marks made by paperclips or staples.

AD WILL LOOK SOMETHING LIKE THIS.

PHOTO IF you send one!	Name School Honors listed Here From Personal Info Form
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CONGRATULATIONS
ALL-STAR

IMPORTANT: Ads will not be accepted from gambling casinos or beer and liquor distributors.

FULL PAGE —

Ads will be in Black & White.

Ad Dimensions:

Full Page- 7" x 9.5"

3/4 Page- 7" x 7"

1/2 Page- 7" x 4.75"

1/4 Page- 3.5" x 4.5"

1/8 Page- 3.5" x 2.25"

Patron- Name only listing in the back of the book

We endeavor to include any photos, business cards, messages, etc. where space is available.

1/2 PAGE ==

1/4 PAGE ---

3/4 PAGE —

1/8 PAGE ····

SAMPLE PATRON AD LISTING:

JOE ALL-STAR

Mom & Dad

McDonald's

State Farm Insurance

MISSISSIPPI ASSOCIATION OF COACHES

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Ad Contract For

2016 Bernard Blackwell All-Star Football Program Book

PLEASE PRINT CLEARLY

Name of Company or Individual(s) Purchasing Ad

Message *Ex: Good Luck in the Game, Johnny! We are so proud of you!*

Purchaser's Name as you wish it to appear in the ad. *Ex: From Mama & Daddy*

Contact Phone Number (in case we have questions about your ad)

For **BUSINESSES ONLY**: Physical Address, Phone, Fax, etc. if you want this information listed in your ad.

Select Ad Size Desired

- Full Page \$200.00
- 3/4 Page 160.00
- 1/2 Page 125.00
- 1/4 Page 100.00
- 1/8 Page 50.00
- Patron 25.00

(Patron ad is a NAME ONLY listing in back of Program)

If your ad includes trademarks, logos, or regular artwork, these should be furnished as clean copy printed in a dark ink for satisfactory reproduction. Please do not staple, tape or fold artwork. *Checks should be made payable to The Mississippi Association of Coaches,*

Ads must be received by Wednesday, October 19.

Customer's Signature

Printed Name of Customer

Name of All-Star *(Please Print)*

NOT TO SCALE!

- _____ Full Page
- ▬▬▬ 3/4 Page
- ■ 1/2 Page
- - 1/4 Page
- • • 1/8 Page

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**WE WILL ENDEAVOR TO INCLUDE WHERE ABLE ANY
MESSAGES, PHOTOS, AND/OR BUSINESS CARDS YOU PROVIDE.**

1/2 Page

1/4

3/4

1/8

Patron Ad Sample:

**Johnny All-Star
ABC Corporation
Aunt Betty
Uncle Marvin
Veterinarian USA**