



**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](http://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.

**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.**

**AD WILL LOOK SOMETHING LIKE**

PHOTO IF you	Name
	School
	Honors listed Here
<b>CONGRATULATIONS</b>	

**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**

## 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 & MHSAA

P. O. Box 1194, Clinton, MS 39060-1194 • Telephone: 601-924-3020 • Fax: 601-924-3050

## Ad Contract For

### 2017 MS/AL 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

- |                          |                 |          |
|--------------------------|-----------------|----------|
| <input type="checkbox"/> | Full Page ..... | \$200.00 |
| <input type="checkbox"/> | 3/4 Page .....  | 160.00   |
| <input type="checkbox"/> | 1/2 Page .....  | 125.00   |
| <input type="checkbox"/> | 1/4 Page .....  | 100.00   |
| <input type="checkbox"/> | 1/8 Page .....  | 50.00    |
| <input type="checkbox"/> | 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 Monday, November 13.**

\_\_\_\_\_  
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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**Black & White.**  
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1/2 Page- 7" x 4.75"  
1/4 page- 3.5" x 4.5"  
1/8 page- 3.5" x 2.25"

**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