



2020 EAGLE MAGAZINE Advertising Rates

Eagle Magazine Media Guide will now be online and featured on SMCHS website, football social media and more. Game day Program (6 to 8 pages) printed in house or delivered online if no fan base.

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

BANNER OPPORTUNITIES

- Varsity Game on Field — \$1,500
- Varsity Game on Fence — \$750

PREMIER COMBO PACKAGE

- Full Page Program Ad — 8.5" x 11" (W x H)
- Varsity Game on Field — 96" x 36" (W x H)
- \$2,500

NEW FOR 2020!

IN GAME EVENTS SPONSORSHIP

- Sponsor referenced and thanked throughout the game
- Featured on Football Schedule Poster
- Defensive 3rd down Sponsor — \$2,500
- Offensive 1st down Sponsor — \$2,500
- Choice of Turnover, Touchdown, Field Goal or Kickoff Sponsor — \$2,500

GAME SPONSORSHIP

- Choice of available Home Game
- Sponsor logo remains on scoreboard throughout the duration of the game
- Featured on game day information program
- Sponsor is referenced & thanked throughout the game by PA announcer
- Sponsor is featured on team's social media during game day.
- Featured on Football Schedule Poster
- \$5,000

*Potential live streaming game ad placement options may be available this Season — Call for more details

OTHER SPONSORSHIP

- Exclusive Headset Sponsor — \$2,500
- Headsets will feature the sticker logo of the company who sponsors (5 League Games)



PRE-GAME INTRO VIDEO

- All Home Games (Option to be played each game if Live Streaming available)
- Distributed on all social media platforms
- Sponsor is referenced & thanked throughout the game by PA Announcer
- Featured on Year-End Highlight Video
- \$5,000

*Potential if Sponsorship acquired

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.



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.

DIGITAL 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

Design fees are \$35 per ad, depending on the size of the ad and type of work done.

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.

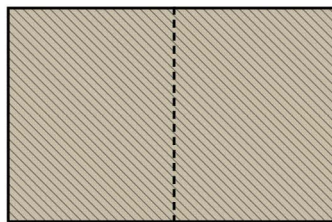
We are not responsible for editing or changing the size of your ad for any other publication or use. If you would like us to resize or re-work the ad for another publication or use, you will be billed \$25/hr, minimum one hour.

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.

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

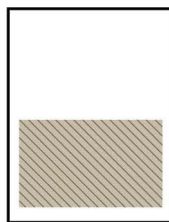


Full Page (W x H)

Trim: 8.5 in X 11 in

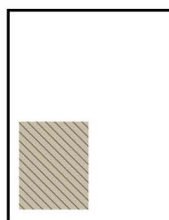
Bleed: 8.75 in X 11.25 in

Live: 7.5 in X 9 in



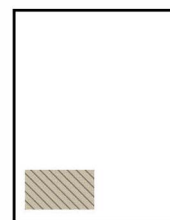
1/2 Page Horizontal (W x H)

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

End Zone Signage: 96 in X 36 in (W x H)*

*Call or email for custom template

Sideline Signage: 96 in X 36 in (W x H)

Stadium Signage: 96 in X 36 in (W x H)