

# Hart Baseball 2012 Media Guide Guidelines

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Each ad **MUST** be submitted with the following:

1. Advertiser information form (bottom of price list)
2. Camera ready artwork
3. Money (checks are preferred)

We have supplied you with two **Advertiser Forms**. You should make additional copies before you begin your sales efforts, or you may download them from the Hart Baseball website ([www.harthighbaseball.com](http://www.harthighbaseball.com)). The ads you supply to us should be camera ready. To alleviate ad problems, please adhere to the following guidelines:

There are only two acceptable ways in which to turn in artwork: hard copy (photo, computer printout, or photocopy) or digital (disk or email). Digital images must be at least 150 DPI, however 300 DPI is preferred. Any of the following files are acceptable: PDF, Flattened Photoshop file, Jpeg, tiff, Illustrator eps, MS Word picture, or MS Word document. If your ad looks blurry, the image will not get any better in the media guide. Do not turn in hand written notes for reproduction. Ads are published in black and white, although color artwork may be submitted. If your ad is not camera ready, Hart Dugout Club will not be responsible for the ad's quality.

Please ensure your ad fits within the ad sizes, and do not glue or staple the ad. Should you have more than one item you want placed within a  $\frac{1}{4}$  page,  $\frac{1}{2}$  page, or full page, (personal picture(s) along with a personal note, etc.), please make sure your ad fits within the ad space. Ads that do not fit will be adjusted accordingly.

**Personal Photos** - will be returned upon request.

**Business cards** - DO NOT STAPLE - Place business cards in an envelope for safekeeping.

**Personal Ad** – PERSONAL ADS CONSIST OF TYPE ONLY. Type or print your personal ad in the way you would like to have it shown. We will do our best to keep the same format.

As you know, there are many items to compile and organize within the Media Guide. All ads must be turned in by the deadline or credit may not be given. Keep in mind that only the athlete who brought in the ad last year approaches the same advertiser for this year's ad. We would like to avoid multiple sales calls to the same business/person.

***Thanks for your help and please call me if you have any questions.***

Dave Murillo  
Media Guide Chairperson

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