



## HOW TO PRODUCE A CAMERA-READY AD

Grove United Soccer Association requires all sponsors, vendors, and advertisers to submit a camera-ready ad if they are placing an ad in the Souvenir Ad Book. **CAMERA-READY** means that an ad can go to the printer exactly as it is. Here are a few suggestions to ensure that your ad meets the requirements:

1. Submit your camera-ready ad (including business cards) in a JPEG format only. All ads will be printed in black and white, except for cover ads, which will be printed in color.
2. If you do not have a JPEG file of your ad or business card, scan your ad or business card and save in a JPEG format. If you require assistance scanning and saving your ad in the appropriate format, take your ad or business card to FedEx Kinko's or Office Max for assistance.
3. If you want graphics added to your ad, including a soccer ball, clip art, or a decorative border, add it before submitting your ad.
4. If you do not have a camera-ready ad and would like the Grove United team to design your ad, make sure you select "Customized/Professional Services" on the Sponsorship / Advertisement Order Form.
5. If you have a camera-ready ad, but would like additional graphics, select "Basic Custom Graphics" on the Sponsorship / Advertisement Order Form. Make sure you include a description of the graphics you prefer. If you do not specify a graphic, the Grove United team will select an appropriate graphic for your ad.

### SIZING YOUR AD

There are vertical and horizontal areas for each ad size. The maximum dimensions for each ad size are listed in the table below. If your ad contains a border, the ad and border must fit within the dimensions.

	1/8 page	1/4 page h	1/4 page v	1/2 page h	1/2 page v	Full page
Width	Business	4 1/2	2 1/4	4 1/2	2 1/4	4 1/2
Height	Card	2 1/4	3 3/4	3 3/4	7 1/2	7 1/2

### TURINING IN YOUR AD

If your ad meets the above requirements, please follow the steps below to turn in your ad:

1. Complete a Sponsorship / Advertisement Order Form. Payment must accompany the ad. You may pay for the ad with a personal check or credit card (Visa® or MasterCard® only). Follow the specific instructions on the order form when placing your ad.
2. The deadline for submitting for placing your ad is **Friday, May 2, 2008**.