

RAWLINGS TIGERS

2018 MEDIA GUIDE



HELPING PLAYERS HELPS YOUR BUSINESS

Purchase an ad in the Rawlings Tigers Media Guide and help players cover the costs of playing ball: uniforms, equipment, tournament fees, field rentals, travel expenses and other costs.

Proceeds from your ad go directly to the player selling the ad.

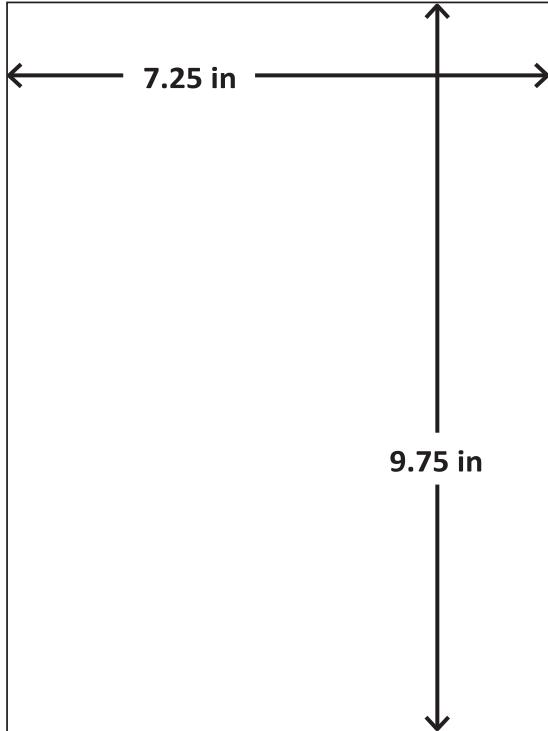
Thank you for your support!

OVER 1,000 COPIES DISTRIBUTED ANNUALLY

AD DIMENSIONS

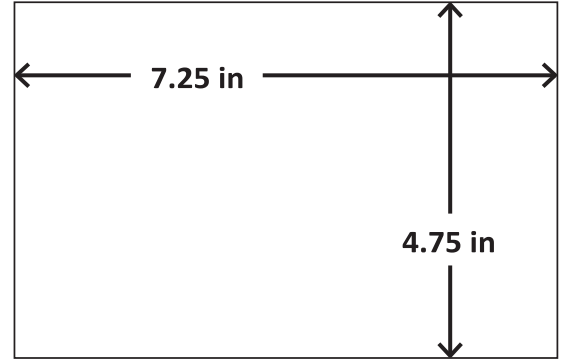
FULL PAGE / INSIDE COVER / BACK COVER

W 7.25 in. x H 9.75 in.



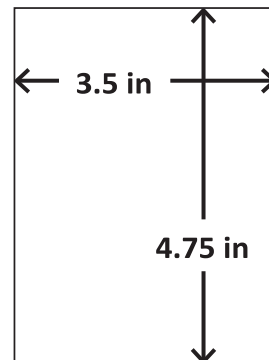
HALF PAGE

W 7.25 in. x H 4.75 in.



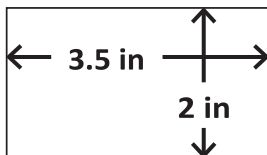
QUARTER PAGE

W 3.5 in. x H 4.75 in.



BUSINESS CARD

W 3.5 in. x H 2 in.



images are 40% actual size

RAWLINGS TIGERS

EVERYTHING YOU NEED TO KNOW ABOUT SELLING ADS

WHAT IS THE TIGERS MEDIA GUIDE?

The 8.5 x 11 in. media guide will contain advertisements sold to local businesses and Tiger families. Money raised through advertisements can cover the cost of tournament fees, uniforms, equipment, field rentals, travel costs, and other costs required to play with the Rawlings Tigers. 70% of each ad sold goes directly to the player.

Inside the book we will have team rosters, photos, high school schedules, ads and more!

HOW ARE BOOKS DISTRIBUTED?

Over 1,000 books will be distributed to our coaches and then throughout the community.

HOW DOES THIS BENEFIT ME?

This is a great chance to offset the cost involved in your baseball season for all Tigers ages 5U-18U.

A check for 70% of the ad sale will be mailed directly to the family who sold the ad. High School Baseball players and College Exposure Softball players have the option of having the 70% applied directly towards their player fees.

WHO SHOULD I SELL THE ADS TO?

We recommend starting with businesses that you use (dentist, doctor, bank, insurance company, restaurant, lawn service, etc.) We recommend also going to family members who might be willing to support their Tiger player, or anyone else you think might be willing to support the team.

WHEN CAN I SELL ADS?

Media Guide ads can be sold ANYTIME from August 1, 2017 - January 15, 2018.

PROCEDURE

- Please turn in all ad paperwork, money, artwork and forms together.
- Please turn in all ads as you get them. Do not hold onto them until the deadline.
- Digital files are preferred in hi-res .jpg or .pdf format. The ad should be in its completed form (no design revisions required). All artwork will need to be emailed to Sandy Strohm at sandy@rawlingstigers.com
- Please include your payment with an order form that is completely filled out! We need to know who sold the ad. Checks should be made payable to "Rawlings Tigers".
- Back cover, back inside cover, and front inside cover are on a first-paid-first-served basis. If you have sold one of these, and you have the paperwork and payment in hand, please email sandy@rawlingstigers.com to confirm you are the first to sell it. Please make sure you have a second choice ready from this business in case

BUSINESS AD SIZES AND PRICING

- the covers are sold.
1. \$50 Booster (line item-name/phone/website only)
 2. \$125 Business Card
 3. \$150 ¼ Page
 4. \$300 ½ Page
 5. \$500 Full Page
 6. \$600 Front Inside Cover (color ad)
 7. \$600 Back Inside Cover (color ad)
 8. \$900 Back Cover (color ad)

NON-BUSINESS AD SIZES AND PRICING

You can personalize what you want here. Example:
"Good luck this summer, Grant! Go Tigers! Love, Grandma"

1. \$50 Business Card
2. \$100 ½ Page

BUSINESS AD

Business Name _____
Contact Name _____
Address _____
City _____
State _____ Zip _____
Phone _____
Email _____
Website _____
Signature _____

Would you like to participate in **HOMER'S HOT DEALS**? You can list your business for free in our annual flyer to be given at registration and all we ask that you offer a discount or coupon for those mentioning the Rawlings Tigers name. Families who would like to take advantage of these discounts would be able to show you their player's name on our website for verification. If you check the box, we will contact you later regarding details.



NON-BUSINESS AD

Name _____
Address _____
City _____
State _____ Zip _____
Phone _____
Email _____
Website _____
Signature _____

SOLD BY:

PLAYER'S NAME: _____

TIGER TEAM NAME: _____

NAME/ADDRESS FOR CHECK REIMBURSEMENT:

HS BASEBALL: CHECK OR PLAYER'S FEES (CIRCLE ONE)

BUSINESS AD RATES

- \$50 Booster (name/phone/website)
- \$125 Business Card
- \$150 ¼ Page
- \$300 ½ Page
- \$500 Full Page
- \$600 Front Inside Cover (color ad)
- \$600 Back Inside Cover (color ad)
- \$900 Back Cover (color ad)

BUSINESS AD PRODUCTION

- All ads will be printed in grayscale except the back cover, back inside cover and front inside cover.
- Art should be delivered via digital file (.jpg or .pdf preferred)
- Rawlings Tigers is not responsible for designing the ads

NON-BUSINESS AD RATES

You can personalize. Example "Good Luck, Homer! Love, Grandma"

- \$50 Business Card
- \$100 ½ Page

NON-BUSINESS AD PRODUCTION

- All ads will be printed in grayscale except the back cover, back inside cover and front inside cover.
- Art should be delivered via digital file (.jpg or .pdf preferred)
- If you would like us to design your ad, please email the text to sandy@rawlingstigers.com