

Virginia Peninsula Swimming Union

2009 Championship Meet Program Ad Sales Information

Selling ads for the championship meet program is one of the easiest ways to raise funds for your team, and it helps support VPSU as well. This fund raising partnership relies on the participating teams and the VPSU to do their parts correctly. The VPSU provides the ad sales contracts, creates the championship "heat sheets", compiles the program to include the heat sheets, ads, and general information, and prints and sells the program. Teams selling ads use the provided contract forms, submit all ads camera ready (proper size and in black and white), and provides a check payable to VPSU for the league share of the ad sales.

Profits from the ads are shared at a rate of 70/30, with the team selling the ad keeping 70% of the ad cost, and the league receiving 30%. The sale prices and shares for the various ad sizes are shown in the table below, along with the maximum size for each ad. Information to be included on sponsor lines must be clearly written and with correct spelling, but does not have to be camera ready.

Be sure to show prospective advertisers one of our previous meet programs, and emphasize that we have 600 or so swimmers (and their families) from Williamsburg and the Peninsula involved with this meet. When you sell an ad, cut the **bottom section** of the contract off and give to the buyer as a receipt. Cut the **middle section** off and attach to camera ready ad copy for submission to VPSU. Please include a list of all ads that you are submitting on form attached. The preferred method would be for you to submit ads via email and mail checks and forms.

Ad Size	Maximum Dimension s	Sales Price	Team Share	League Share
T-Shirt Sponsor* and Full page Ad	Logo 300 pixels Wide	\$150.00	\$105.00	45.00
Full Page	7.5"x 10.0"	\$80.00	\$56.00	\$24.00
Half Page	7.5" x 5.0"	\$55.00	\$38.50	\$16.50
Quarter Page	3.75" x 5.0"	\$40.00	\$28.00	\$12.00
Business Card	2.25" x 3.75"	\$20.00	\$14.00	\$6.00
Sponsor Line	1.25'x 3.75"	\$15.00	\$10.50	\$4.50

*Limited to the first 20. Please call ASAP if you sell a sponsorship.

*Previous year has first right of refusal. Deadline June 18th.

*If you have any questions, please contact Julie Smartwood
757-874-3346, Email: juliehasavon4u@msn.com*

2009 VPSU CHAMPIONSHIP MEET PROGRAM AD SALES CONTRACT

Business Name: _____

Address: _____

Contact person: _____

Phone: _____

Fax: _____

Email: _____

Indicate ad size and price:

Total	Ad Size	Maximum Dimensions	Sales Price
	T-Shirt Sponsor and Full Page	Logo 300 pixels	\$150.00
	Full Page	7.5" x 10.0"	\$80.00
	Half Page	7.5" x 5.0"	\$55.00
	Quarter Page	3.75" x 5.0"	\$40.00
	Business Card	2.25" x 3.75"	\$20.00
	Sponsor Line	1.25' x 3.75"	\$15.00

Payment: ___ **Check** or ___ **Cash** in the amount of _____

Purchaser: _____ Seller: _____

Black and white camera ready ad copy must be provided

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Detach this portion and ***attach*** to camera ready ad and submit to VPSU ***along with Ad Submission Form***. Keep above information for team records.

Ad

Purchaser: _____

Ad

Size: _____ Phone: _____

Phone: _____ Team: _____

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Receipt

Received
from: _____ \$ _____

For (indicate size) _____ advertisement in the 2009 VPSU
Championship Meet Program.
Thank you for your support!

Seller's
Signature: _____

2009 Championship Meet Program Ad Submission Form

Team Name:

Contact Person:

Phone:

Email:

Number of ads attached: _____

Number Sold	Ad Size	Maximum Dimensions	League Share	Amount Enclosed
	T-Shirt Sponsor and Full Page	300 pixels	\$45.00	
	Full Page	7.5"x 10.0"	\$24.00	
	Half Page	7.5" x 5.0"	\$16.50	
	Quarter Page	3.75" x 5.0"	\$12.00	
	Business Card	2.25" x 3.75"	\$6.00	
	Sponsor Line	1.25'x 3.75"	\$4.50	
	Meet programs for advertisers who buy full or half page ads	@	\$4.00	
			TOTAL:	

Attach one check payable to VPSU for total shown above.

Submit ads to any member of awards committee:

Julie Smartwood, Windsor Great Park

757-874-3346

juliehasavon4u@msn.com

