



MHS Football Booster Club

MHS Football Game Day Program:

- Printed once per season and distributed at every home game.
- Viewed by 10,000 people throughout the season. (School District marketing research.)
- Black & white printing.
- Finished size is 8 ½ by 11 with printing on the front, back and inside pages.
- Conference schools: *The MHS Cougars* will face Hillsborough, Bridgewater, Hunterdon Cental, North Hunterdon, Plainfield, Franklin, Ridge, Union, Phillipsburg.
- Rosters for the home and visiting teams, cheerleaders and marching band are inserted into the middle of the program. This ensures our fans open the program and view the inside ads.

Pricing:

- See sample sizing and pricing page. (Prices range from \$150 to \$2,500)
- Premiere ad space for maximum exposure is the Front Cover.

Ad Submission Guidelines:

- If possible, please send the **ad created to size, as a high-resolution PDF file, with fonts embedded and photos set to 300 dpi.** The ads are black & white.
- Advertisers are WELCOME to send their logo, images and text directly to us and our graphic artist will produce the ad free of charge. Send ad text in a Word document or e-mail, include your ad size and an e-mail address to send a proof for approval.
- If no electronic files are available, advertiser may supply printed business cards and/or images and logos to be scanned, along with the text they would like included.
- If you have questions regarding your ad we will put you directly in contact with our graphic artist.
- We will accept art work up until August 26th. If you want our graphic artist to design your ad, please submit materials as early as possible.

Payment:

- **Payment is due when placing an ad. An invoice will be e-mailed to you with payment instructions and ad detail confirmation.**
- Please make checks payable to **Montgomery Cougar Football Club**
- Please mail checks to: P.O. Box 292, Skillman, NJ 08558