

# BCSFYAO Tournament Ad Guidelines

## Prior Year's Ads

Please encourage sponsors to use last year's ads whenever possible. This will reduce the time required to produce this year's tournament book. It would be helpful if you know the page number of the advertisement from last year's booklet.

## Color

Blank and white photocopies of color ads should be submitted in lieu of the originals. Since some colors scan poorly, this allows the sponsor to gauge the appearance of the ad in the tournament book. Please do not submit ads that are drawn in pencil as they are hard to scan

## Composite Ads

Ads made up of several pieces of paper must be photocopied before they are submitted for the tournament book. As above, this allows the sponsor to gauge the appearance of the ad. It also takes the guesswork out of scanning the ad if the pieces come apart.

## Ad Modifications

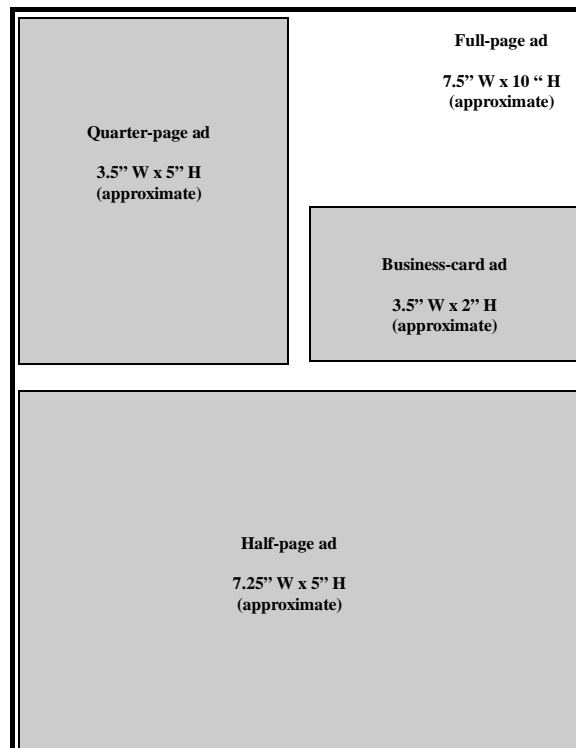
If requested, sponsors should be informed that alterations to their ads (e.g., adding or changing wording, moving graphics around) by us is not possible. What they submit is what will appear in the tournament book.

## Ad Sizes

Ads can be sized up or down depending upon whether they are full-page, half-page, quarter-page, or business-card ads. For presentation purposes, ad copies should be proportional in size to the ad being purchased. For example, a full-page ad is 7 1/2" by 10 1/2" in size. A ad copy with a width approximately 70 percent of the height will appear normal in the tournament book. On the other hand, an ad copy that is 5" by 3" will have about 2 inches of blank space above and below the ad when it is made into a full-page ad.

Odd size ads can be accommodated, but their appearance is unpredictable when placed in the tournament book.

Ad sizes and shapes are approximately as follows:





Buddhist Church of San Francisco, **Y**outh **A**thletic **O**rganization  
 1881 Pine Street, San Francisco, CA. 94109 415 - 776-3158

**28th ANNUAL BCSFYAO  
 TAISHO & ARDENNETTES  
 INVITATIONAL BASKETBALL TOURNAMENT  
 April 12<sup>th</sup> & April 13<sup>th</sup> , 2008  
 Tournament Booklet Advertisement**

Advertiser: \_\_\_\_\_ Contact: \_\_\_\_\_

Telephone #: \_\_\_\_\_

Player: \_\_\_\_\_ Team: \_\_\_\_\_

- |  |                     |  |         |
|--|---------------------|--|---------|
| <input type="checkbox"/> <del>Outside Back Cover</del> | <del>\$200.00</del> | <input type="checkbox"/> Quarter Page  | \$40.00 |
| <input type="checkbox"/> <del>Inside Front Cover</del> | <del>\$150.00</del> | <input type="checkbox"/> Donation      | \$50.00 |
| <input type="checkbox"/> Inside Back Cover             | \$150.00            | <input type="checkbox"/> Business Card | \$25.00 |
| <input type="checkbox"/> Full Page                     | \$100.00            | <input type="checkbox"/> Booster       | \$10.00 |
| <input type="checkbox"/> Half Page                     | \$60.00             |  |         |

\_\_\_\_\_  
 (Please list booster name(s) as you wish them to appear  
 in the Tournament booklet)

**Please submit a clearly readable advertisement - Digital file format for best results is advisable. Please email those to Donna Kimura [LDRME@PACBELL.NET](mailto:LDRME@PACBELL.NET)  
 All advertisements will appear in black & white (certain colors may not reproduce exactly as shown on the original)**

*Return this form with your payment*

-----Tear off-----

***Advertiser please retain this for your records***

This receipt acknowledges placement and payment for an advertisement in the BCSFYAO tournament booklet. All proceeds from your advertisement are used for the youth sports activities of the organization. Your contribution is greatly appreciated.

Advertiser Name: \_\_\_\_\_

Size of Advertisement: \_\_\_\_\_

Amount Paid: \_\_\_\_\_

Please make checks payable to: **BCSFYAO**