

## WALT WHITMAN ALL-SPORTS BOOSTER CLUB

### Advertising Agreement 2009 - 2010 (Fall, Winter and Spring Seasons)

Dear Friend of Walt Whitman High School,

The Viking Spirit, a glossy, bound and stapled book about our athletic program, is a great way to reach out to more than 1,000 families at Walt Whitman High School. We publish three seasons a year. The Viking Spirit highlights the accomplishments of more than 600 athletes on 38 teams; as well as our great coaches, trainers, team managers, sports writers, film crew, news reporters and photographers, team statisticians, pep band and marching band.

Our teams, which consistently perform well at both the county and state level, always draw enthusiastic crowds and generate lots of excitement. By placing an ad in the Viking Spirit, you will not only help support our students and teams, but also reach out to your neighbors and customers, and give the Walt Whitman All Sports Booster Club a helping hand in their effort to compensate for limited county funds for sports programs.

**Deadline to Advertise for Fall – FRIDAY, SEPTEMBER 25th**  
**Deadline to Advertise for Winter – FRIDAY, DECEMBER 11TH**  
**Deadline to Advertise for Spring – FRIDAY, MARCH 26TH**

For questions concerning advertising contact Tom Nalls at 301-237-5170 or tomnalls@gmail.com

Please mail or deliver the completed FORM, hard copy of your AD and CHECK to:

Tom Nalls, 5406 Albia Road, Bethesda, MD 20816

Please make checks payable to: WALT WHITMAN ALL-SPORTS BOOSTER CLUB

### THE VIKING SPIRIT – 2009 - 2010 AD RATES & SPECIFICATIONS

<u>Ad Placement</u>	<u>Size</u>	<u>1 Season</u>	<u>2 Seasons</u>	<u>3 Seasons</u>
<input type="checkbox"/> Back Cover	7 1/2" x 10"	\$250.00	\$450.00	\$675.00
<input type="checkbox"/> Inside Cover	7 1/2" x 10"	\$225.00	\$405.00	\$610.00
<input type="checkbox"/> Full Page	7 1/2" x 10"	\$200.00	\$360.00	\$540.00
<input type="checkbox"/> Half Page	7 1/2" x 4 3/4"	\$150.00	\$270.00	\$405.00
<input type="checkbox"/> Quarter Page	7 1/2" x 2 1/4" or 3 1/2" X 4 3/4"	\$75.00	\$135.00	\$205.00
<input type="checkbox"/> Eighth Page/Business Card	3 1/2" X 2 1/4"	\$40.00	\$75.00	\$110.00
<input type="checkbox"/> Personal Message	Single line	\$15.00	\$27.00	\$40.00

All ads are one color (black) and should be prepared in the following formats:

Word: DOC or as an image format (300 dpi): JPEG or PDF

Please e-mail ad(s) to: jmahaffie@mac.com (please include contact information)

Questions concerning ad art or file formats contact Jim Mahaffie at 301-320-3488 or jmahaffie@mac.com

### BANNERS (Advertiser provides banner)

*\*Purchase a Stadium Banner for Fall & Spring seasons and receive 3 full page ads (ads are free of charge – 1 per season)*

*\*\*Purchase a Baseball/Field Hockey/Gym Banner for 2 or more seasons and receive 3 half page ads (ads are free of charge – 1 per season)*

While under construction this fall, Walter Johnson HS will use our Stadium Field – resulting in 4 additional home football games.

<u>Banner Placement</u>	<u>Size</u>	<u>Fall 2009</u>	<u>Winter 2009-'10</u>	<u>Spring '10</u>
<input type="checkbox"/> Stadium Field*	5' X 10'	\$750.00		\$750.00
<input type="checkbox"/> Baseball/Field Hockey Field**	5' X 10'	\$375.00		\$375.00
<input type="checkbox"/> Gymnasium**	3' X 6'	\$375.00	\$375.00	\$375.00

**Advertiser** \_\_\_\_\_ **Team (if applicable)** \_\_\_\_\_

**Address** \_\_\_\_\_

**Phone** \_\_\_\_\_ **E-mail** \_\_\_\_\_