



# 2023 Cavalier Spring Show Program Ad Information

Spring Show is right around the corner, and our program is the perfect place to recognize your favorite Cavalier and/or business. Placing an ad in this year's program is as easy as following these steps:

## STEP 1 – Determine how many ads you wish to purchase and size selection for each.

FULL PAGE (8" x 10.5") COLOR - \$150

HALF PAGE (8" x 5.25") COLOR - \$85

QUARTER PAGE (4" x 5.25") COLOR - \$65

BUSINESS CARD (3.5" x 2") COLOR - \$35

SHOUT-OUTS (see example) – \$5 each

\*INSIDE BACK COVER (8" x 10.5") COLOR - \$250

\*OUTSIDE BACK COVER (8" x 10.5") COLOR - \$300

*\*only 1 available on first come basis*

## STEP 2 – Design your ad.

There are many platforms you can use to design your ad. Here are some helpful hints for using 2 of the more common platforms: Adobe Photoshop and Microsoft PowerPoint. Another new platform many of the Cavaliers are proficient in using is Canva.

1<sup>st</sup>: Properly size your ad using the dimensions listed above and on the Spring Show Ad Order Form.

2<sup>nd</sup>: Create your ad using your desired platform. Make sure image resolution isn't too low and photos aren't blurry. Check for spelling errors and typos.

3<sup>rd</sup>: Save your ad as a .JPEG format at least 300 dpi and email to [cavalierprogramads@gmail.com](mailto:cavalierprogramads@gmail.com).

## STEP 3 – Submit your completed ads.

All ads must be submitted electronically to the following email [cavalierprogramads@gmail.com](mailto:cavalierprogramads@gmail.com) by the deadline of **MONDAY, APRIL 10<sup>TH</sup>**.

## STEP 4 – Complete the 2023 Spring Show Ad Order Form and submit your full payment.

Please deliver your ad order form with the full payment to the black back outside of the Cavalier office. Or you may mail to the Cavalier PO Box. Mailing information is on the 2023 Spring Show Ad Order Form.

# 2023 SPRING SHOW AD ORDER FORM

**Important: All ads, paperwork, and payments must be received by MONDAY, APRIL 10<sup>TH</sup>**

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Cavalier Name \_\_\_\_\_

Number	Ad Options	Ad Dimensions	Amount
_____	Full Page (full color)	8" x 10.5"	\$150.00
_____	Half Page (full color)	8" x 5.25"	\$85.00
_____	Quarter Page (full color)	4" x 5.25"	\$65.00
_____	Business Card (full color)	3.5" x 2"	\$35.00
_____	Shout-Out	3 lines of text	\$5.00
_____	Inside Back Cover (full color) <i>*only 1 available on first come basis; discount not applicable</i>	8" x 10.5"	\$250.00
_____	Outside Back Cover (full color) <i>*only 1 available on first come basis; discount not applicable</i>	8" x 10.5"	\$300.00

**TOTAL NUMBER OF ADS PURCHASED:** \_\_\_\_\_

I have attended 4 or more Cavalier Booster Club meetings during the current 22-23 school year (August 22-April 23) and am eligible for the \$40.00 discount to be deducted from the Starting Amount Due below. (Mandatory team or trip meetings are not considered official Booster Club meetings).

**Payment Detail (please complete):**

QR code to CCCBC PayPal - add \$5

Starting Amount Due: \$ _____		
Discount (if applicable; see above): - \$ _____		
PayPal Payment Fee (if applicable): <u>\$5.00</u>		
<b>FINAL AMOUNT DUE: \$ _____</b>		
<i>Payment Type (circle one)</i>		
Check (made out to CCCBC)	Cash	PayPal (\$5.00 fee)



**Ad Order Form and full payment must be submitted together. Place in black box or mail to:**

**CCCBC  
PO BOX 486  
League City, TX 77574**

**\*\*\*postmarked by Thursday, April 6<sup>th</sup> in order be received on time\*\*\***

**Full Page Ad**

8" x 10.5"

\$150.00

**Half Page Ad**

8" x 5.25"

\$85.00

**Quarter Page Ad**

4" x 5.25"

\$65.00

**Business Card Ad**

3.5" x 2"

\$35.00

**Shout-Outs**

\$5.00

*To the best BIG SISTER ever! Thank you for always having my back. Good luck tonight and may this be the best Spring Show yet! Love, Cathy Cavalier – your little sis*