

LASSITER BASEBALL

2010 Media Guide

If you have any questions about Media Guide advertising?

Contact Maureen Shelby, Media Guide Coordinator.

I am the person who will:

- Answer your Media Guide questions that concern advertising.
- Take the completed ads you have sold (and checks if they are not mailed to the Booster Club P.O. Box)
- Follow up with your advertisers if they want help with producing their ad or have additional questions that you can't answer.
- Help you with contacting advertisers.

You can reach me at 678-402-1020 or fmshelby@comcast.net

Who do my advertisers contact?

You should be the primary contact for advertisers you are approaching. Also attached to this email is a sponsor form that has you listed as the contact. If you choose to add a phone number, feel free to do so.

I am available to help you, either by directly contacting advertisers or answering questions they have through you.

What if a potential advertiser needs help creating the ad?

We have a professional designer working on the Media Guide to create ads, either for sponsors or parents who need help with player ads.

When is everything due?

Please submit sold ads as soon as you have made the sale. I will be keeping a running list of advertisers, and we will turn over camera-ready ads on a continuous basis.

Here is a timeline for Media Guide production:

- **Now-Feb 19:** Advertising sales period. **The final day for ads to be turned in is February 19, 2010. Please have all ads ready to be turned in at the Booster Club Meeting.**
- **February 24:** All Player ads (including Senior pages) are due on this day. There will be a table at the First Pitch Dinner for personal ad collection. I would like to see every player have a personal ad. This year each player is required to bring in \$300.00 in ad sales sponsored or personal. (full page, 2 half pages, 4 quarter pages). *We are looking for 100% participation.*
- **No barter accepted.**
- **Feb. 25-March 2:** Final phase for content of non-advertising pages for Media Guide.
- **March 2-March 13:** Design/production of Media Guide. (Final proofing of all pages takes place during this time.)
- **March 13-March 27:** Printing of Media Guide
- **March 31:** Media Guide available for distribution.

How can I help?

Sell ads! This is a primary fundraiser for the Baseball team, and every family should participate by coordinating and selling advertisements.

We will also need help with the non-advertising content of the Media Guide. We are actively seeking parents of Juniors and Sophomores to get involved to make the transition for next year's book as smooth as possible. At the end of the process, all parents will be invited to help with proofing the Media Guide before it goes to press.