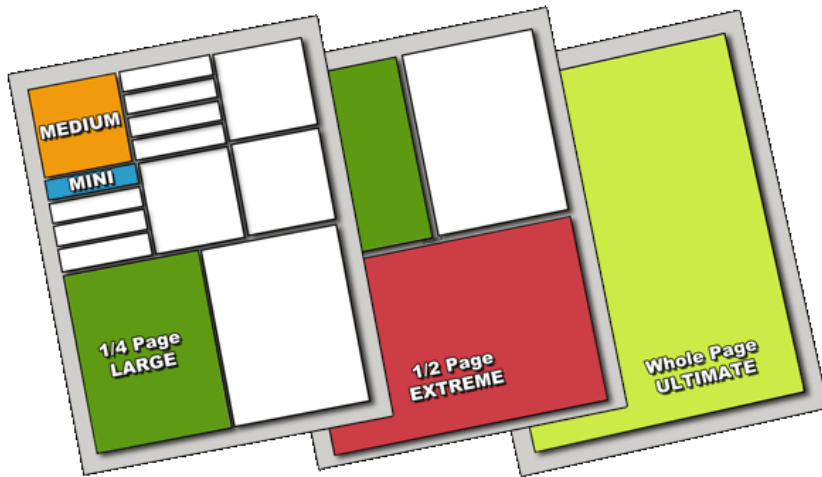


# Order your ShoutOut! in 3 easy steps

## 1. Choose your Ad size



**\$10**  
MINI

Text only  
Up to 15 words

**\$35**  
MEDIUM

Up to 30 words  
Can include a team photo  
or school logo

**\$150**  
EXTREME

A Half Page!  
No word limit, multiple  
images allowed

**\$90**  
LARGE

Up to 100 words  
Can include a team photo  
and a school logo

**\$240**  
ULTIMATE

An ENTIRE PAGE  
dedicated to your team  
alone. Go for it!

## 2. Complete the online form

In addition to your contact information, you will need:

- The **size** of ad you want
- The **text and graphics** (see pg. 2 for **guidelines**) which must be provided in **digital format**

## 3. Make your online payment

- The online form will provide a link to a **credit card** processor

# ShoutOut! Guidelines

It is easy to create a great looking ShoutOut ad. Follow these simple guidelines:

- Mini ads are **text only**. No need to submit a layout – just send the text.
- Larger ads may include **images and logos**. Images should be .jpg format, minimum 300 dpi.
- Other **acceptable formats** are .tiff and .pdf (but .jpg is preferred). Please do not submit .png.
- A good rule of thumb is that if you pulled an **image off the internet**, the resolution is probably much too low to use in print (unless it is 3x as what it will be in the program).
- Remember, the program is printed **black and white**, regardless of the images you provide. If you have a color photo, it should be submitted separately and not included in your layout so it can be converted to grayscale.
- For best results, you should not submit an image where you have added text to it. Send the **text separate from the image**, and we will combine them during the final layout after the image has been properly resized.
- You may not include **licensed or copyrighted images** (e.g., Snoopy or the Superman logo).

If you prefer to **create your own layout**, these are the final sizes of the various ads:

Ad type	Description	Nominal size (inches)	Final layout size (pixels)
<b>Mini</b>	Text only – up to 15 characters	2 ½ wide x 5/8 tall	NA
<b>Medium</b>	Up to 30 words – may include a student photo or school logo	2 ½ wide x 2 ½ tall	300 dpi image 750 pixels x 750 pixels
<b>Large</b>	Up to 100 words – may include a student photo and school logo	3 ¾ wide x 5 tall	300 dpi image 1125 pixels x 1500 pixels
<b>Extreme</b>	Half page	7 ½ wide x 5 high	300 dpi image 2250 pixels x 1500 pixels
<b>Ultimate</b>	Full page	7 ½ wide x 10 high	300 dpi image 2250 pixels x 3000 pixels

If these final parameters are not absolutely clear, please consider allowing us to complete your layout for you. Sorry – there isn't time to provide proofs for you to review and make changes. Trust us, your ad will look great!

## Attention Microsoft Publisher users:

If you are comfortable using this popular software, be sure you start with a document in the correct size for your ad. Set the width and height in Custom Page size and set Margin guides to "0". When you publish as .pdf, be sure you optimize for high quality printing (so you get 300 dpi output). If you are not sure what this means, send your .pub file and our talented volunteer will take care of it for you. *If you use a non-standard font, it will be lost.*

Layouts submitted in **PowerPoint** are unusable and must be recreated.