

2020-2021 Highlander Sports Program Advertising

RESERVE YOUR AD BY: Aug 20th; AD copy due by Aug 25th

A poem by John Milton is the basis of the idiom “Behind every cloud is a silver lining.” Last year had some monumental clouds but also, as Milton put it, many “glistening guardians” and “silver linings.” Perhaps one of these silver linings was our realization not to take for granted that we will always be able to participate in sports - as players, parents, or fans. And our “glistening guardians” were those who continued to support our kids as they navigated last year.



So, with renewed appreciation for everything our kids, coaches, parents, and supporters do to make sports happen, we begin the 2021-2022 athletic season at Heathwood. (Our full calendar can always be found at <https://heathwoodhallathletics.com/events>)

The Highlander Club

A large part of a successful season depends upon the financial and logistical support coordinated by The Highlander Club, the athletic booster club of Heathwood Hall. We ask for your support of the kids involved in the many athletic opportunities at Heathwood by advertising in our 2021-2022 Sports Programs. We will have three printed programs (Fall, Winter, Spring) and one combined program which will be available online and then printed and mailed to every Heathwood family and advertiser in the Spring. The Fall Program will contain information on the rosters and schedules of our fall teams, including football, volleyball, tennis, golf, cross-country, cheer, and swimming. Your support and assistance will help us fulfill Heathwood’s commitment to develop our children in the three pillars of a strong foundation – Mind, Body, & Spirit.

Why Advertise with Heathwood Hall?

Heathwood is an independent, coeducational school located in Columbia, South Carolina’s capital city, with an enrollment of over 750 students in kindergarten through 12th grade. It has a loyal community of students, alumni, parents, grandparents, and community supporters who

value each other and those who support the school. Heathwood encourages athletic participation as part of its focus on developing well-rounded and confident young men and women.

The Highlander Club will be printing three Sports Programs (for Fall, Winter, and Spring athletics):

- o Fall Sports (Football, Cross Country, Volleyball, Tennis (Girls), Golf, Swimming, Cheer)
- o Winter Sports (Basketball, Wrestling, Bowling, Sporting Clays)
- o Spring Sports (Baseball, Soccer, Lacrosse, Track & Field, Tennis (Boys), Softball)

Those who purchase Ads now for all three programs by Aug 20th receive significant discounts. (We will contact you prior to printing the Winter and Spring programs to ask whether you want to use the same ad for all three, or you can submit different ads for each.)

Attached is an order form with more information. We will need your **order BY AUGUST 20th** and **artwork BY AUGUST 25th** in order to make our printing deadline. (See below for artwork specifications.)

We trust your support of Heathwood's athletic community has been and will continue to be mutually beneficial. As always, please do not hesitate to contact us if you have any questions or need additional information.

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Roy Shelley, President 2021-2022

Cell: 803-609-3473

<https://www.heathwood.org/athletics/highlander-club>

HEATHWOOD HALL

**HIGHLANDER
CLUB**

HighlanderClub@heathwood.org



**Highlander Sports
Program**

Advertising Order Form

RESERVE YOUR SPOT BY

Aug 20th

(Ad submission by Aug 25th)

BUSINESS / NAME: _____
(As it will appear in the program index)

CONTACT PERSON: _____ PHONE: _____

ADDRESS: _____

Street

City

State

Zip

CONTACT EMAIL: _____

Advertising Choices (please select)

Make your selections below. We will contact you to obtain/prepare the Ad copy.

Check here to use the same ad (size and copy) as last year (Fall Program only)

Businesses / Companies

- Full Page Business Ad** (7.5" w x 10" h): **Fall Program (only)** for \$750
- Full Page Business Ad** (7.5" w x 10" h): **All Three Programs** for \$1200
(Full page Ads include two '20-'21 Athletic Passes)

Premium placement for Full Page Business Ad: additional \$250

Last year's advertisers get right of first refusal for these full-page premium locations.

- | | |
|---|--|
| <input type="checkbox"/> Inside Front Cover | <input type="checkbox"/> Adjacent to HClub President Letter |
| <input type="checkbox"/> Page 1 | <input type="checkbox"/> Opposite Varsity Football Roster |
| <input type="checkbox"/> Adjacent to Head of School Letter | <input type="checkbox"/> Inside Back Cover |
| <input type="checkbox"/> Adjacent to Athletic Director Letter | <input type="checkbox"/> Outside Back Cover |
-
- Half Page Business Ad** (7.5" w x 5" h): **Fall Program (only)** for \$500
 - Half Page Business Ad** (7.5" w x 5" h): **All Three Programs** for \$800
(Half page Ads include two '20-'21 Athletic Passes)
 - One-Fourth Page Business Ad** (3.75" w x 5" h): **Fall Program (only)** for \$275
 - One-Fourth Page Business Ad** (3.75" w x 5" h): **All Three Programs** for \$450

Family / Student Athlete (NOTE: Family Ads will be run in All three programs.)

- Half Page Family Ad** (7.5" w x 5" h) for \$275 (Note: Highlander Club SuperBlue members receive a Half-Page Family Ad as part of their membership; see website for more info.)
- One-Fourth Page Family Ad** (3.75" w x 5" h) for \$150 (Note: Highlander Club Blue members receive a Quarter-Page Family Ad as part of their membership; see website for more info)

2021-2022 Highlander Sports Program – Specifications for artwork/photos for Ads:

Dimensions

1/4 page vertical — 3.6875" x 4.9375"

1/2 page horizontal — 7.5" x 4.9375"

1/2 page vertical — 3.6875" x 10"

Full page — 7.5" x 10"

- No ads bleed
- All ads are to be at least 300 DPI

- CMYK or black & white
- Preferred file format is Press Quality PDF (300 DPI). JPG, TIFF, and EPS files at 300 DPI can be accepted. (Resolution less than 300 DPI can compromise image quality.)