



GameOn

DESIGN & PRINT

Online Ad Sales System • Ad layout and design • Professional printing





## Meet **the Founder**

Robyn Hafer

We have the same goal in mind: To support youth athletic teams. The added benefits of partnering with Game On Design and Print are the level of professionalism, the creative design you will receive and the amazing customer service by which your project will be handled.

I personally have over 25 years in the print marketing and advertising design industry. Having over a decade of experience as a Creative Director at a marketing company, I successfully managed teams, concurrent projects and many, many deadlines. I have mastered the skill of layout and composition and have a special affection for typefaces. I enjoy incorporating the newest creative trends while grounding them with classic design to engage the viewer and produce a great response.

Game On Design was established in 2017 and continues to grow season after season. I am very involved in the business and since advertising design is my true passion, whenever possible, I am creating ads. However, when the load is large, an extremely talented and trusted group of designers jump in and create ads to meet deadlines. All Game On designers have extensive advertising experience and creative design talent and we make sure every media guide has its own special design touches.

You will receive ad agency quality design and professional printing at a very reasonable rates. Our satisfaction comes from elevating your team's image and providing a really cool souvenir book to be admired.

Get Your Game On!

# Ad Sales Flyer

Attaining business and family ad sponsors are the key to a successful fundraiser

1.

**We create a flyer for you to send out to all potential ad sponsors**

We believe there are great benefits to a team and/or booster club being directly involved with the community they are getting support from so our business model does not include soliciting ads in your community. We believe you should not have to give up a huge chunk of your team's money to 3rd party sales commissions.

2.

**You send this ad sales flyer to any potential ad sponsor via email, social media posts, handouts, etc**

We can customize to your needs. Normally we include ad rates, a QR code and a hot link to the online AD ORDER FORM

The image displays three examples of ad sales flyers. The top flyer is for ACHS Wolves Athletics, featuring a wolf head logo and the text 'GO WOLVES!' and 'ACHS WOLVES ATHLETICS'. It lists '2021 ACHS WOLVES FALL MEDIA GUIDE' with business sponsor packages ranging from \$900 to \$2,200 and student ad rates from \$100 to \$200. The middle flyer is for The Bishop's School Basketball, featuring a basketball logo with a 'B' and the text 'GO KNIGHTS!' and 'THE BISHOP'S SCHOOL BASKETBALL MEDIA GUIDE'. It lists business ad rates from \$100 to \$500 and student ad rates from \$100 to \$500. The bottom flyer is a general flyer with a red circular graphic that says 'PLEASE CLICK BELOW TO USE AD ORDER FORM TO RESERVE YOUR AD SPACE TODAY'. It includes a QR code and a link to the online ad order form.

**2021 ACHS WOLVES FALL MEDIA GUIDE**  
Business Sponsor Packages  
\$2,200 - Alpha Wolf  
\$1,700 - Gold  
\$1,300 - Black  
\$900 - White  
PLUS: Create Your Own Package Options  
(see ORDER FORM for details)

**Student Ad Rates:**  
\$200 - Full Page  
\$150 - Half Page  
\$100 - Quarter Page

**2019 2020 THE BISHOP'S SCHOOL BASKETBALL MEDIA GUIDE**

**Business Ad Rates:**  
\$500 - Full Page  
\$300 - Half Page  
\$150 - Quarter Page  
\$100 - Eighth Page  
\$650 - Inside Covers  
\$800 - Back Cover

**Student Ad Rates:**  
\$500 - Full Page  
\$300 - Half Page  
\$150 - Quarter Page  
\$100 - Eighth Page

**SHOW YOUR SUPPORT!**

The Bishop's School Basketball program would like to invite you to join our Knights family of sponsors! We continue to be dedicated to fostering a basketball program built on integrity, team work, positive influence, and a sense of community for our youth. We could not do this without the support of our community.

**PLEASE CLICK BELOW TO USE AD ORDER FORM TO RESERVE YOUR AD SPACE TODAY**

This professionally printed program will be available at all home games and is an excellent opportunity for any business to be proudly displayed, as well as for family members to show encouragement and support to a student/athlete.

If you are seeing this flyer as a printed version and not as a digital version, visit <https://tbsbbadorderform.paperform.co> or scan this QR code with your phone using a free QR Reader app.

# How to determine your **Ad Rates**

Sponsor ad rates can vary and largely depend on your community's economics and available business for support. Most business sponsorship can tax deductible.

Here are ranges of actual ad rates from high school sports teams across the US:

## BUSINESS AD RATES

**Back cover and**

**Inside frt/back covers: \$900 - \$400**

(these are premium positions and should be set higher due to their prime position in the program)

**Full page ads: \$600 - \$325**

**Half page ads: \$475 - \$160**

**Quarter page ads: \$350 - \$90**

**Eighth page ads: \$125 - \$60**

## STUDENT SALUTE AD RATES

It is recommended that the Student Salute ads are offered at a lower rate than the business sponsors to ensure families have the best opportunity to display encouragement to their student in the souvenir program.

*(However, if you prefer to keep ad rates the same across both types - that's fine too!)*

# Online Ad Order Form

As part of your package, we supply an AD ORDER web form. It is perfect for student-athletes, booster members or volunteers selling ads out in the field. They can use the form link from their cell phones or tablets to sign up sponsors on the spot.

1.

## Your ad sponsor fills out the ad form

This simple form is easy to fill out and will save the team media guide organizer a lot time. The team media guide volunteer may fill out the form for the sponsor if needed.

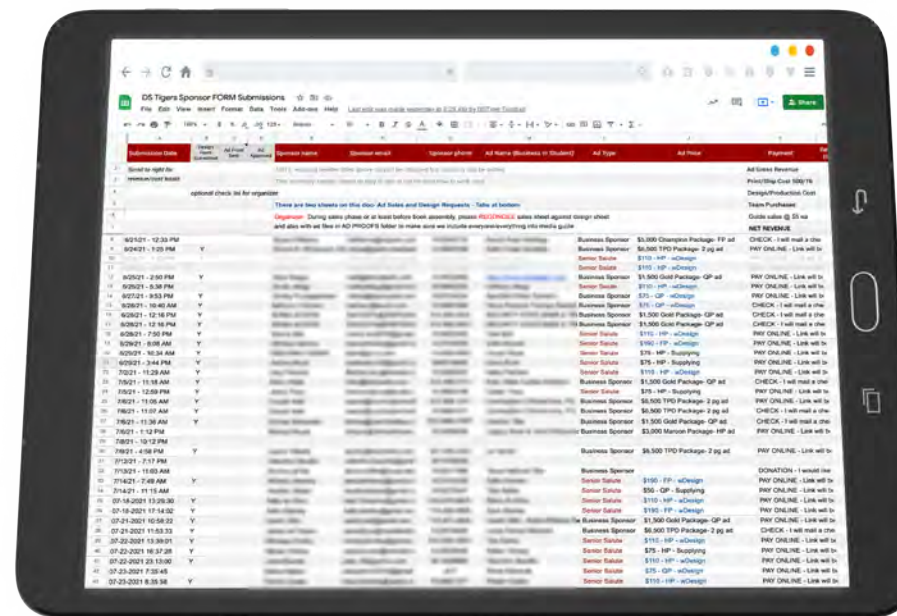
Click here  
to see the  
LIVE FORM



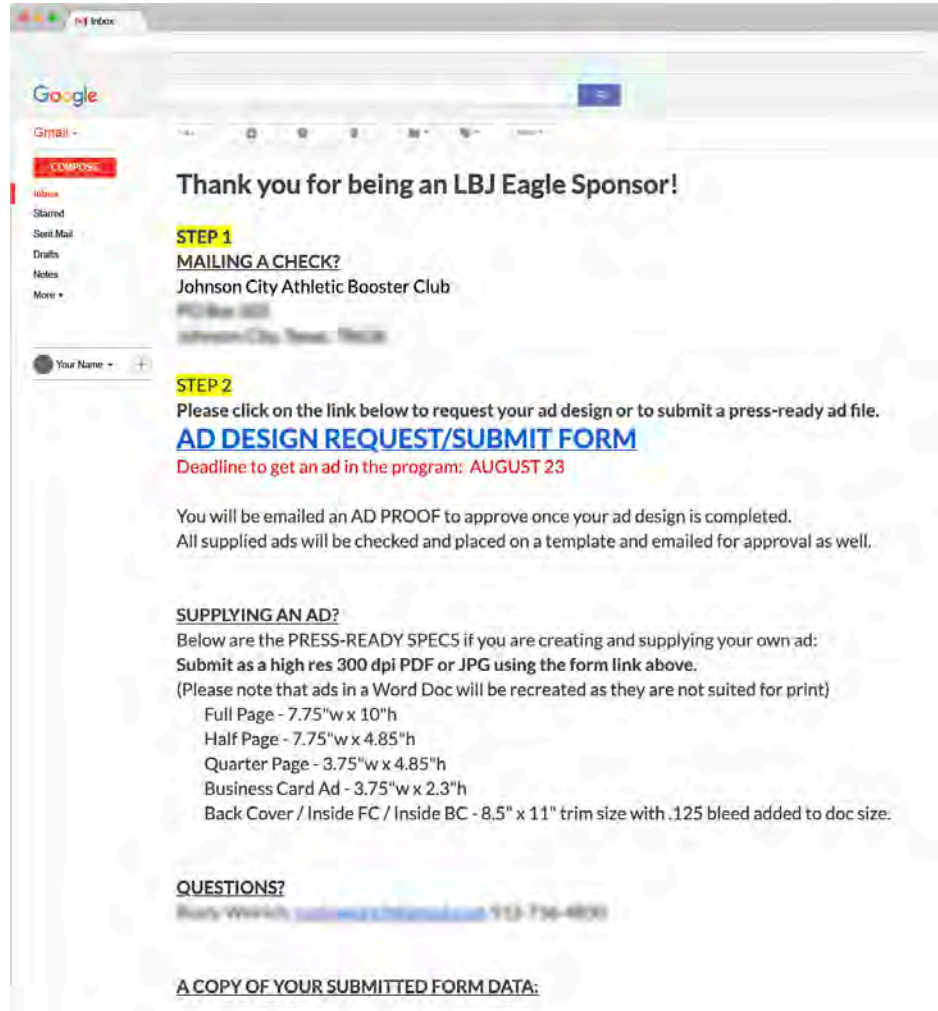
2.

## Once the form is submitted, all the data flows into a spreadsheet

See your complete ad sales summary at a glance!







# Auto Email Response

After the Ad Sponsor submits their AD ORDER FORM, they receive an immediate auto reply detailing next steps.

*If your team has a payment gateway such as PayPal or Square, we can incorporate the payment link within this email*

# Online Design Order Form

The 2nd form we will provide, is the DESIGN ORDER web form.

The link is within the auto email sent to the ad sponsor

## STEP 2

Please click on the link below to request your ad design or to submit a press-ready ad file.

[AD DESIGN REQUEST/SUBMIT FORM](#)

1.

Your ad sponsor clicks on the link from the email they receive after submitting the Ad Order form

Through this form the sponsor can:

- Request their ad be professionally designed by Game On professional – uploading all info and images to this form
- Or send a print-ready ad file to be inserted in guide



Click here  
to see the  
LIVE FORM

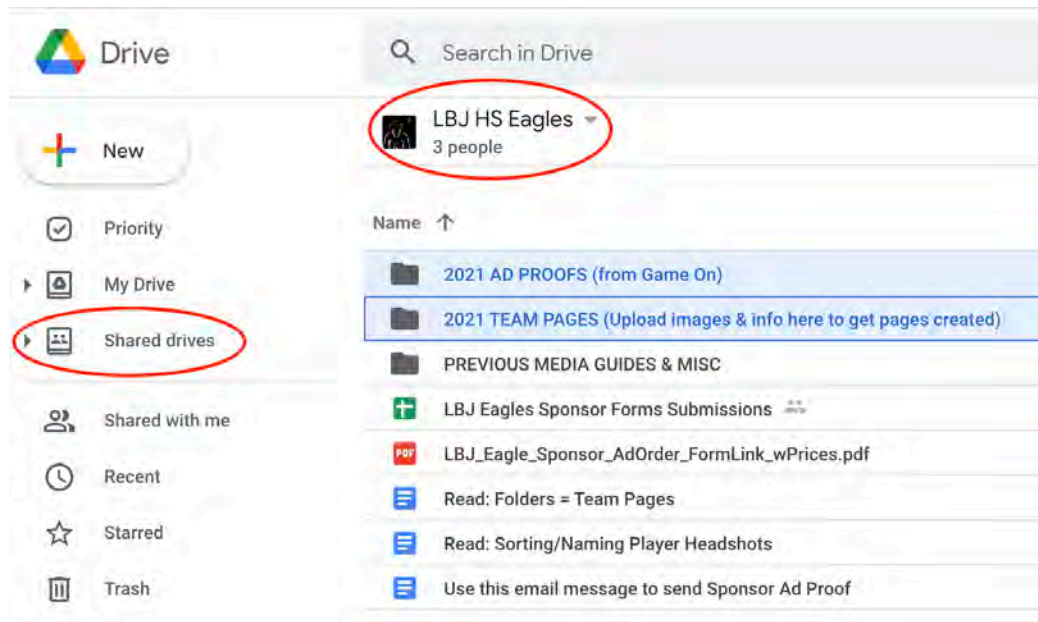
2.

Once the design form is submitted, all the data flows into the spreadsheet

1	Submission Date	Proof sent (manual input)	Approved (manual input)	Sponsor Type	Ad name	Ad Size	Page Total (manual input)	Design Fee (manual input)	Ad Type	Ad copy and/or instructions	Upload
2							TOTALS	0	\$0.00		
3											
4											
5											
6											
7											
8											
9											
10											
11											
12											
13											
14											
15											

For convenience, Click in corner of design fee field to open Design Fee List

See tabs above - Both tracking sheets are on one doc for access convenience



We have created a streamlined, efficient system to help you raise team funds and save time in the process!

## Google Shared Drive

Everything in one place!

The spreadsheets, ad proofs and team page uploads, etc of your project will be contained in a Google SHARED DRIVE.

We can add any members or volunteers you specify.



# Game On Pricing

Printing and Design are offered separately so you only pay for what service you use.

## Print

A full print pricing chart is supplied

Just choose your total number of pages and quantity needed to see total price for printing – shipping is included!

## Design

Ad design is charged per ad and by ad type and size

Prices range from: \$5 for supplied ads that are ready-to-print to \$50 for a full page business sponsor professional ad design.

### 8.5 x 11 Game Day Program Print Costs

Game day programs are commercially printed at competitive rates.

8.5 x 11 Full Color, Full Bleed

Cover wrap: 100 lb Gloss Cover

Inside pages: 80 lb Gloss Text

Turnaround: 6 full business days (expedited available)

SADDLE STITCHED (stapled spine)			PERECT BOUND (glued spine)		
Full Color			Full Color		
QTY	PAGES	PRICE	QTY	PAGES	PRICE
75	8	\$336	500	56	\$3,909
75	12	\$342	500	60	\$4,161
75	16	\$348	500	64	\$4,757
75	20	\$426	500	68	\$5,040
100	16	\$358	500	72	\$5,322
100	20	\$406	500	76	\$5,605
100	24	\$454	500	80	\$5,888
100	28	\$502	500	84	\$6,170
100	32	\$550	500	88	\$6,453
150	8	\$393	500	92	\$6,641
150	12	\$492	500	96	\$6,861
150	16	\$588	500	100	\$7,159
150	20	\$679	500	104	\$7,065
250	36	\$1,473	500	108	\$7,175
250	40	\$1,591			
250	44	\$1,709			
250	48	\$1,827			
300	40	\$1,831			
300	44	\$1,971			
300	48	\$2,134			

### BOOK ASSEMBLY

Up to 4 FREE hours for assembling ads into book form, book revisions and page switches plus preparing files for press.

Additional revision time during book proofing is billed at \$20 per hour

# No Upfront Cost in most cases

Full payment is required 5 days after receipt of printed programs.  
This helps teams get all monies collected before paying for Game On Design & Print.

For large books over 60 pages/Qty 350 a \$500 deposit is required on final ad sales day

## FULL SERVICE DESIGN & PRINT + FORM SYSTEM

**We take care of all the details  
so you can concentrate on  
raising funds**

## PRINTING SERVICE **Don't need design or production help?**

*Send us you print-ready file and  
we can professionally print your  
program at 10% off*

*Contact us for more details*

## NEED SOMETHING ELSE?

We can produce and print any items you might need for the team including:

- Banners, mesh and vinyl
- Posters, large and small
- Roster Cards
- Event Brochures
- And More!



## Next Steps

We would love to be a part of your visual impact this coming season!

### Ready to get on the schedule?

We will need the following:

- School/Organization Name and City
- Sport or Season
- Estimated page count
- Desired In-Hand Date
- Email address of the organizer(s) to be on Shared Drive:
- High-res logo(s) if possible

We'll set up a Google Shared Drive and send the invite

To set-up of sales and design web forms, we need:

- Ad Rates for Business & Student Ads
- Team contact name for sponsor questions
- Whom to make checks payable to
- Address for sponsors to mail payment

We would then create your forms so ad sales can begin!