

**North Carolina Coaches Association**  
**2021 East-West All-Star Games Yearbook Program**  
**ADVERTISING ORDER FORM**  
*(Please print clearly.)*

Name of High School \_\_\_\_\_ Circle one: **East** **West**

**Names of All-Stars and All-Star coaches with photos appearing in your ad:**

*Circle one and write in sport (Football, Basketball, Soccer)*

Ex. <u>Allie Loop</u>	Coach	Men's	<u>Women's</u>	<u>Basketball</u>
1. _____	Coach	Men's	Women's	_____
2. _____	Coach	Men's	Women's	_____
3. _____	Coach	Men's	Women's	_____
4. _____	Coach	Men's	Women's	_____

Others (All-State cheerleader, etc.) \_\_\_\_\_

School Principal(s): \_\_\_\_\_

Athletic Director(s): \_\_\_\_\_

Athletic Coaches: _____	Sport: _____
_____	Sport: _____
_____	Sport: _____

School ad is sponsored by: \_\_\_\_\_

School Mascot name: \_\_\_\_\_

**MAIN MESSAGE & CONTENT OF YOUR SCHOOL'S AD**

(EX. Congratulations to... / AHS salutes... / ... proudly presents our All-Stars / Best wishes to... *be creative!*  
If you wish, include individual accomplishments or team honors. Attach a separate page if necessary.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

In the event there are questions during the production of this ad or changes need to be made to the ad:

Name of contact person: \_\_\_\_\_

Cell: \_\_\_\_\_ Other phone: \_\_\_\_\_

Contact's email: \_\_\_\_\_

### ORDERING INSTRUCTIONS

Completely fill out *both sides* of this Order Form, scan and email OR send by mail at your earliest convenience. Late replacement All-Stars selected from your school will be added to your school's ad by the Advertising Coordinator as rosters are finalized and as the printing schedule permits.

**HEAD SHOTS:** We will use the participant's formal photo they were asked to submit online in the acceptance process; OR you may email alternate photos (ie. action or portrait) to use in your ad.

Please put your school's name in the subject line and clearly identify the photos you are emailing.

**All digital images emailed to us should be a minimum of 200 KB file size for best reproduction when printed.**

**LOGOS:** You may email a logo or mascot image to appear in your ad if you like. Color will be converted to B&W.

**ALL-STATE CHEERLEADERS:** If an All-State Cheerleader was selected from your school, you will want to include them in your ad. *Although All-State Cheerleaders are not selected by the NCCA, they will be cheering at the East-West basketball and football games.* Please email us their photos, clearly identified with school name.

**DESIGN YOUR OWN AD OPTION:** Your school may choose to design your own ad for the All-Star program.

Please save your graphics file as a **Grayscale PDF (300 dpi)** and email it before the deadline. When producing your ad, be sure to use the correct dimensions (see below) for the ad size you have ordered.

**BY MAIL:** Please mail full payment by check (payable to **North Carolina Coaches Association**) along with this completed Order Form. **All school ads must be prepaid in order to be placed in the 2021 All-Star Program.** Make a copy of this Order Form for your records. Our W-9 form is available on request.

\_\_\_\_\_ would like to reserve space for the following size ad for publication in the 2021 East-West All-Star Games Yearbook Program:

(Check one) \_\_\_\_\_ **Full Page 7.5" W x 10" H (for up to FOUR or more All-Stars)..... \$360.00**

\_\_\_\_\_ **Half Page 7.5" W x 4.5" H (for up to THREE All-Stars) ..... \$230.00**

\_\_\_\_\_ **Quarter Page 3.75" W x 4.5" H (for ONE All-Star only) ..... \$165.00**

(Check one)

\_\_\_\_\_ We would like for the Advertising Coordinator to design our school's ad for the 2021 Program using the information we have provided on the reverse side of this Order Form.

\_\_\_\_\_ We are designing our own ad for the 2021 Program and will deliver it via email to the Advertising Coordinator as soon as possible before the June 8th deadline to [eastwestprogram@gmail.com](mailto:eastwestprogram@gmail.com).

**Amount enclosed: \$ \_\_\_\_\_**

**Make checks payable to NCCA and mail to:**

**North Carolina Coaches Association  
Attn: Heather Hirschman  
P.O. BOX 10708  
Greensboro, NC 27404**

**DEADLINE FOR ADVERTISING ORDERS IS TUESDAY, JUNE 8<sup>th</sup>, 2021 (or until space is filled).**

**Please email the form ASAP to reserve your spot!**

**Heather Hirschman, Advertising Coordinator: [eastwestprogram@gmail.com](mailto:eastwestprogram@gmail.com) 336-697-8970**