

CONTENT AND SCHEDULE

Each year our writers contact every coach within our 29-school region to find out what is on tap for their upcoming seasons. We discover who their key returnees include, and what they anticipate being their strengths and challenges for the upcoming season.

Three issues per year are planned.

FALL SPORTS EDITION | Featuring Football and Volleyball | **Deadline July 1st**

WINTER SPORTS EDITION | Featuring Men's and Women's Basketball | **Deadline October 1st**

SPRING SPORTS EDITION | Featuring Baseball and Softball | **Deadline December 1st**

DISTRIBUTION

MORE THAN 10,000 COPIES WILL BE DISTRIBUTED IN THREE WAYS

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Brownwood

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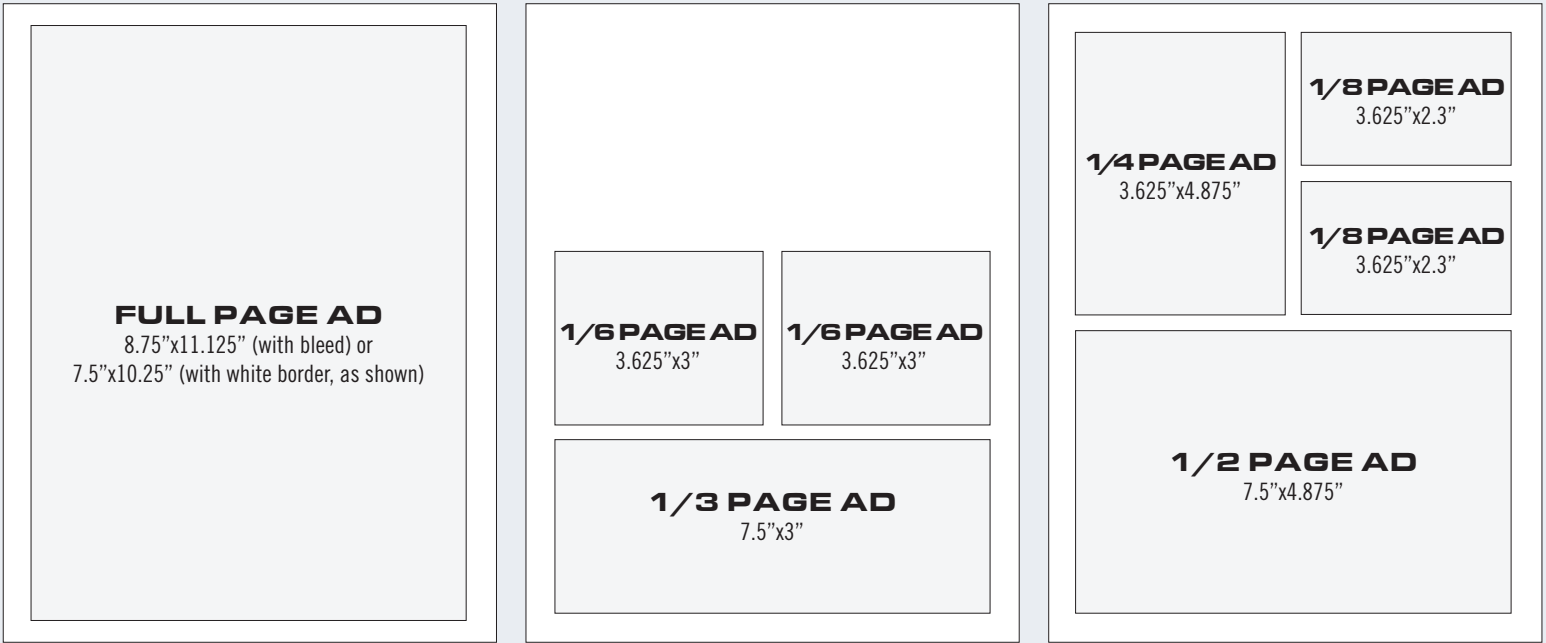
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A portion of advertising sales will be returned to local booster clubs.

DEADLINES: Fall: July 1st • Winter: October 1st • Spring: December 1st

VARSITY PREVIEW

SIZES AND SPECIFICATIONS



Publication trim size: 8.5" x 10.875"

Live copy should be kept at a minimum of 1/2" from the trim size on all bleeds. Full page ads that bleed need to include 1/8" bleed around the edge of the ad and should not have important content within 1/4" of the edge of the page. Ads that do not bleed will have a white border around the edge of the page.

Acceptable File Types

We accept TIF, JPEG, EPS and PDF files for our print ads. Files may be submitted on Flash Drives, CD-ROMs, via e-mail, or shared via Dropbox.

Font Usage

Please ensure that any fonts embedded in EPS files are included. Ad files in PDF format or a rasterized TIF file may be sent without fonts.

Graphic Issues

You must include all graphics with EPS files. If there are embedded fonts in your graphics, those font files must be included also. For optimal reproductions, photos should be scanned at a minimum resolution of 300 dpi. Be sure to scan images in at least the size they appear in your ad since enlarging images after scanning reduces resolution. Your files must have a resolution of 300 dpi and be CMYK.



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