



## CONTENT AND SCHEDULE

Each year our writers contact every coach within our 30-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 10th**

**WINTER SPORTS EDITION** | Featuring Men's and Women's Basketball | **Deadline October 4th**

**SPRING SPORTS EDITION** | Featuring Baseball and Softball | **Deadline December 20th**

## DISTRIBUTION

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

**MAILED TO HIGH SCHOOL FAMILIES | ADVERTISER POINT OF SALE | ONLINE**

## SCHOOLS FEATURED IN THE BIG COUNTRY EDITION

Abilene Christian

Abilene

Abilene TLCA

Albany

Anson

Baird

Ballinger

Bangs

Breckenridge

Brownwood

Cisco

Clyde

Coleman

Colorado City

Comanche

Cooper

Cross Plains

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Winters

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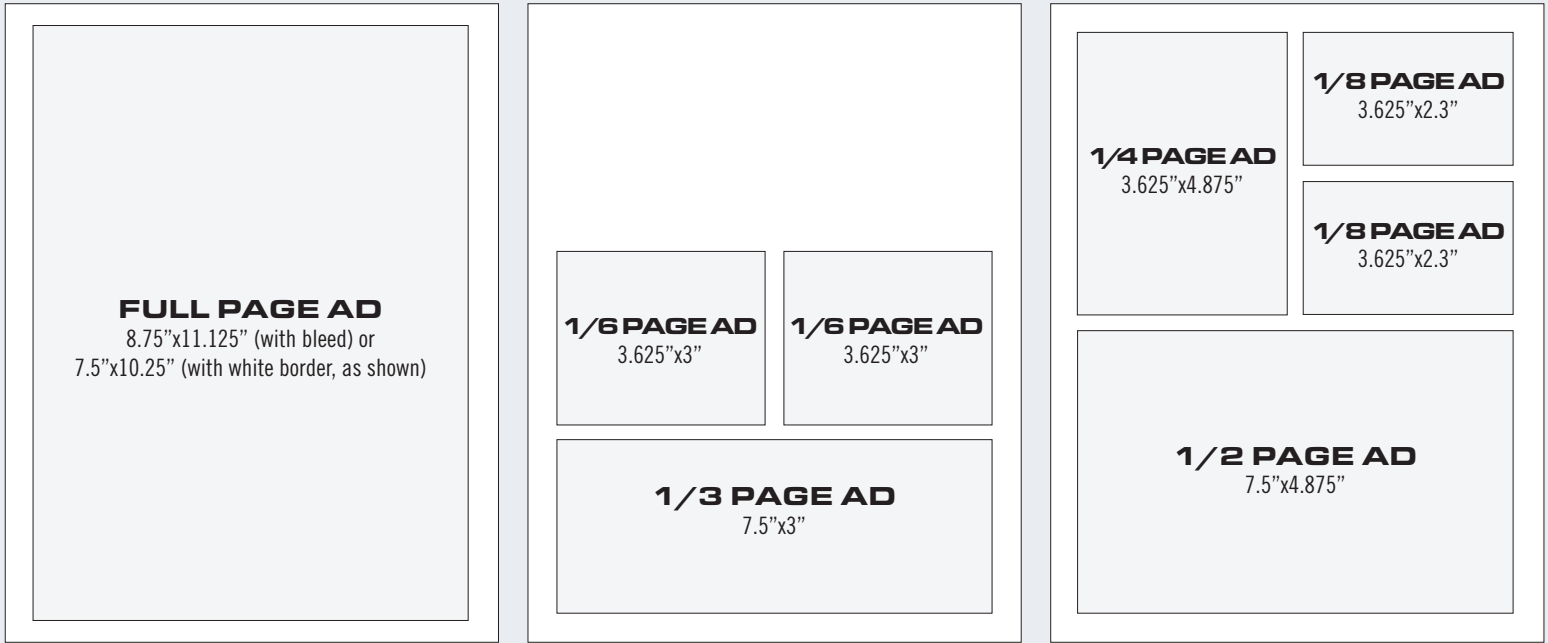
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**DEADLINES:** Fall: July 10th • Winter: October 4th • Spring: December 20th

# VARSITY PREVIEW

## SIZES AND SPECIFICATIONS



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### Font Usage

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### Graphic Issues

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