

## (In)Frequently Asked Questions

Q1. Why are we moving to an All-Sports Program instead of the Football Program that we have done in previous years?

A1. For several reasons. First off, the Football Boosters have learned over the past several years how to produce a top-notch and versatile printed publication at a reasonable price, and they felt that the time is right to share that knowledge to the benefit of the other athletic programs and Booster Clubs. It is simply not fair to the other GHS athletes to not do so. Secondly, the GHS fans have come to expect the best from their sports programs, and other schools in the Metroplex have been moving to the All-Sports format in recent years ... we found it necessary in order to be among the best of the best. Finally, and perhaps the greatest reason, this format is very appealing to our sponsors in the local business community, who have a limited number of dollars but would nonetheless like to support the full range of GHS athletics. In this fashion, they are not besieged with sponsorship requests from each and every on-campus organization throughout the year. Certainly a win-win-win for all concerned.

Q2. Do I have to register my sponsorships in the online database? Why can't I just submit all the materials to you in an envelope along with an application form and a payment check?

A2. Yes, beginning this year, we require you to use the online database. With the sheer number of organizations participating in this effort, it greatly helps in the process. This database is used for two primary purposes: 1) it helps us organize and track the various sponsorships (hundreds of them) that go into the production of the magazine (good for us), and 2) it helps arbitrate disputes among the sales force as to who will receive a commission payment for any given sponsorship (good for you).

Q3. Can I lay out my sponsorship ad in hardcopy (through cut-and-paste), scan it, and submit the resultant digital file for publication in the magazine?

A3. No! We will NOT accept digitized versions of hardcopy compositions. The process of cutting photos and other images leaves obvious ragged trim marks around the perimeter and poorly-defined, irregular borders. Further, variations in color and saturation from one image to another within the layout contributes to a shabby looking page. We continually strive for perfection in the publication of the magazine, and therefore want the best source materials we can find.

If hardcopy raw materials are all you have to work with (still common even in this computerized digital age), please submit your UN-CUT photos individually in an envelope ... we will scan them, electronically crop the digital files, and arrange them in a pleasing layout, and we'll even return the original photos to you. If you want to compose a candidate layout as a guide, make duplicates of the original photos using a copier, cut, arrange, and paste the duplicates in your suggested layout, add your text, and provide this montage to us along with your originals.

Q4. I planned to place a full-page full-color Personal Sponsorship for \$450, but was quoted a price that is slightly higher. What gives?

A4. As noted in the Q7/A7 (below), the price of each type of sponsorship is based on several factors. The price of a full-page full-color sponsorship is based upon the inclusion of 10-12 color photos that are individually scanned, cropped, and placed on the page. Your sponsorship included 60 photos, for gosh sake; the amount of manual effort required for this number of photos is about three times that of the "typical" full-page full-color Sponsorship. Be reasonable ... remember, by publishing the All-Sports Magazine we are trying to RAISE funds, not overspend them!

Q5. I am placing a Spirit Sponsorship ... am I limited to using the cartoon graphics that are on the order form, or can I supply my own graphic?

A5. The graphics that appear on the Spirit Sponsorship order form those that we prefer for use on all Spirit Sponsorships, primarily because they are fairly simple, attractive when rendered in two colors or full color, and in the public domain. We *will* accept other graphics for use in Spirit Sponsorships provided that they are sufficiently generic to be used by others when placing a comparable sponsorship and that copyright law is not violated through their use in the All-Sports Magazine. For example, we will accept a new cartoon graphic of a Deb performer (which is general in use), while we will not accept a family crest (unique) for use in a Spirit Sponsorship. Such a crest can, however, be incorporated into a 1/8 page, or larger, sponsorship.

Q6. I will be purchasing and formatting a (full/half/quarter page) sponsorship for my son/daughter. Can I submit the entire sponsorship digitally (e.g., in Microsoft Publisher format or something similar)?

A6. For 2009, the short answer to your question is .... yes, with certain stipulations. Bear in mind that we are using a professional lithographic company to produce the magazine via a digital printing process, and their standards are quite rigorous. For example, they use a professional software package – Quark Xpress – on a Macintosh platform to lay out the magazine itself and they scan images at high resolution for the best image quality, color balance, and saturation appropriate to the size of the final images in the magazine. While low-cost office/home office scanners and Microsoft Word or Publisher hosted on a PC running Windows XP or Vista may be suitable for low-resolution publishing, their output products rapidly fall apart at the levels to which they are pushed in our process. Further, layouts created in these office applications may not transfer to Quark with perfect fidelity, and converting them to a graphics format (such as a JPEG image) will further erode their quality and limit our publisher's ability to make changes or improvements to the products. So, while you could create and submit something electronically, it would fall far short of the standards that our publisher has established for a visually appealing magazine.

That being said, we recognize the major trend toward home computing and composition/layout, and are transitioning into the interactive age as technology permits. We prefer that the raw materials that comprise a layout be submitted individually (i.e., separate files for each image or graphic appearing in the ad, a separate text file with embedded fonts for the words, etc.). Here are the minimum standards for electronic submission of sponsorship ads:

Document format: Adobe .pdf ONLY, with embedded fonts (you should be able to create a .pdf from just about any other application)

Graphics format: .png, .gif, or .jpg at a minimum of 200 dpi resolution

Image format: .jpg, .tif, or .bmp at a minimum of 300 dpi resolution

Q7. Why can't I use photo thumbnails in my Spirit Sponsorship?

A7. The price of all sponsorships used in the All-Sports Magazine is based on two general criteria:

- 1) the amount of page "real estate" occupied by the sponsorship, and
- 2) the overall complexity of the Sponsorship, to include composition, number of fonts, number and complexity of photos and graphics, and printing complexity (i.e., 2-color vs. full-color process).

Each photo used in a Sponsorship must be individually scanned, cropped, and color-balanced in order to be visually appealing in the finished magazine. In fact, a photo must be scanned in accordance with the specific process to be used in its reproduction; a photo scanned in full color

cannot be used in a two-color rendering, and vice-versa. Because of these issues, significant time must be spent on photos; the low price structure of the Spirit Sponsorships does not support this labor-intensive effort.