

**La Costa Canyon  
High School  
Carlsbad, California**

**Home Of  
Maverick Football**



**Sean Sovacool  
Head Football Coach**

**One Maverick Way  
Carlsbad, California  
92009**

**E-mail:** awitzmann@att.net  
**Website:** lccfootball.com

Questions Call  
**Annie Witzmann 760-845-7869**

**Dear Family, Friends, and Supporters,**

We are proud to offer you the opportunity to participate in supporting our football program at La Costa Canyon High School. Your purchase of an ad, and/or donation, will contribute immensely toward our ability to provide the student athletes with a life-enhancing experience.

Last season we ushered in a new era of Maverick football. I respect and applaud the success that the Maverick football programs have experienced in the recent past. There are many reasons why the program is considered one of the best in not only San Diego but in California. It is because of the people that support this program and participate from within. You win with people. La Costa Canyon has some of the finest I have had privilege of working with during my career as a football coach and educator. The support of the community and effort of the coaches and players are the back bone of the success that La Costa Canyon has had and will continue to have under my leadership.

This year, the young Maverick men are already working hard to continue with LCC's winning tradition. We face stiff competition with a target on our backs, but once again we have high expectations and look forward to the challenge.

Our attendance at home games continues to grow, attracting an average of over 5,000 spectators! Large audiences, in a first class venue, will see your ad in the program for all regular season home games and any hosted play-off contests.

**Maverick Souvenir Football Program ad prices are based on a standard page (8 1/2" x11") as follows:**

Sponsor of Front Cover	\$3000 Color
Inside Front or Back Cover	\$2000 Color
Opposite JV Roster	\$1000 Black and White
Opposite Freshmen Roster	\$1000 Black and White
Full page	\$1200 Color, \$600 B and W
Half page	\$600 Color, \$ 350 B and W
Quarter page	\$350 Color, \$250 B and W
Business Card	\$225 Color, \$150 B and W
One Liner Player Tribute	\$30
Half-time commercial	\$350-30 seconds, \$450- min.
Banners (See Banner Sponsor Form)	\$500 - \$2,000

**New This Year - Website Advertising \$500 - \$1000**

With a direct link to your company website – over 75,000 hits

***Tax Deductible Donation (No Ad):***

\_\_\_\$25.....\$50.....100.....250.....500.....1000.....Cther ~ SSSSSSS

Funds provided by the school district unfortunately do not cover the expenses for the football program. Your help is needed. Show your support for the team and community by becoming partners with us in producing CHAMPIONS, both on and off the gridiron. Please complete the reverse side and send your donation today, or submit your ad by July 1, 2011 with a check **(no cash please)** made payable to:

**Maverick Football.** All items should be mailed to:

Maverick Football  
La Costa Canyon High School  
One Maverick Way  
Carlsbad, California 92009

E-mail Digital Artwork to: tomemills@cox.net

Thank you in advance for your support of Maverick Football.

Sincerely,

Sean Sovacool  
Head Football Coach

## Advertising Reservation Form

### **ADS DUE JULY 15, 2013**

\_\_\_\_\_  
Company / Personal Name

\_\_\_\_\_  
Company Contact Person

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
Zip Code

\_\_\_\_\_  
Phone Number

Please make your check payable to **LCC Foundation**, and mail ads and checks to La Costa Canyon High School, Attn.: Annie Witzmann One Maverick Way, Carlsbad, Ca 92009

Please circle advertisement size requested:

	3.5 x 2

1/8 Page- (Bus. Card)

	3.5 x 4.75

1/4 Page Vertical

7.5 x 2.75	

1/4 Page Horizontal

	3.5 x 10

1/2 Page Vertical

7.5 x 4.75	

1/2 Page Horizontal

7.5 x 10	
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Full Page

**Ad Requirements:**

- Ad dimensions above are measured from left to right and top to bottom
- Ads should be presented **“camera ready”** for reproduction on clean white paper, with all elements shown in their proper position and in their exact size for final reproduction. **Headlines & Type** should be output solid black; screened or shaded type (not recommended), must be presented in position and screened at no more than 100 lines (approximately 200dpi). **Images and Photos**, which are in position, must be screened at no more than 100 line (200dpi), or may be presented separately as glossy photo prints, which will be screened during the printing process and put into position in the ad. Photos may also be presented on disk as “PDF” or “jpeg”, with files set up for grayscale reproduction and with file sizes no greater than 400k for large images and 100k for small images. Please e-mail all digital artwork to Tom Mills at **tomemills@cox.net**
- Payments for ads must be submitted in full at the time ad is submitted.
- Ads will not be returned. Original photos can be returned upon request.

***PLEASE CONSULT YOUR TAX ADVISOR TO SEE IF THIS IS TAX DEDUCTIBLE***

Athlete’s Name (Selling Ad) \_\_\_\_\_

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