



## Read Me First!

Use this guide to make the most of these promotional materials from the NFHS

On this disc, you will find:

- **Windows Media (.WMV) and Quicktime (.QT) files of the new “Lifelong Lessons” :30 PSA**  
These files can be played on computers, video systems, video scoreboards and other electronic video systems, and can also be posted to Web sites. These files can also be distributed via e-mail or a file transfer network (such as an FTP site). The .QT file is suitable for posting on YouTube.
- **Print-ready Poster Art (PDF)** (see details below)
- **Print-ready Program Ad Art (PDF)** (see details below)

We encourage you to share and distribute these files to your schools!

All of the files provided on this disc can be copied and distributed in the following ways:

- Copy the individual files to your computer and then re-distribute the files via e-mail, or post them to a file-sharing location (such as an FTP site).
- Make copies of the complete disc.

By distributing these materials to your member schools, you ensure that our message is being delivered in as many venues as possible in your state.

### Print-ready Poster Art (Adobe Acrobat format)

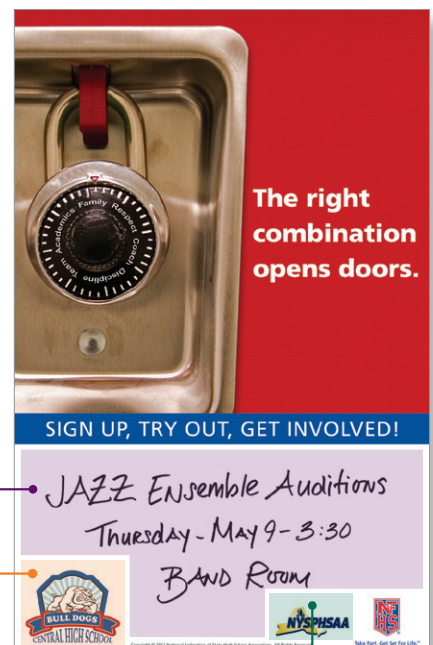
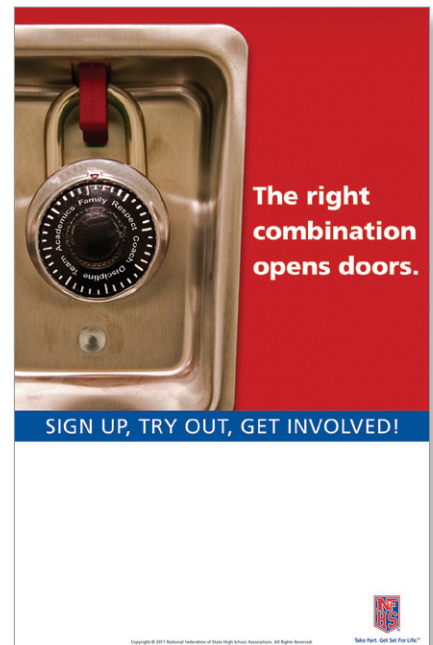
These posters were developed for use by individual schools. Using Adobe Acrobat Professional software, these posters can be customized with logos of your state association, individual schools or sponsors.

Use these posters to promote participation in sports and other activity programs by displaying them in and around school common areas and classrooms. These posters include a white “write-in” area that can be used to promote specific events, like tryouts, auditions, concerts, plays, games and more. In addition to displaying these posters around schools, ask local businesses to display these posters in their windows or on bulletin boards to encourage community attendance at high school events.

If your association or individual schools do not have access to Adobe Acrobat Professional software, a local print shop can likely assist with customization.

### Ideas for customization and low or no-cost printing:

- Ask event sponsors or local school supporters to print and distribute quantities of posters to promote events—adding their logo to the poster.
- Ask local printer(s) to support events by donating the printing of the posters.
- Ask graphic arts or computer design classes to customize the posters and print small quantities in-house.
- Ask the program printer to include printing posters to promote events.



Write In Information Here

Add Your School Logo Here

Add Your State Association Logo Here



## Print-ready Program Ad Art (Adobe Acrobat format)

The following options are provided on this disc:

**8.5 x 11 inch program**

8.75 x 11.25 (Full page with bleed)

7.5 x 10 (Full page with white border/non-bleed)

8.75 x 5 (Half page with bleed on three sides)

7.5 x 4.75 (Half page with white border/non-bleed)

**5.5 x 8.5 inch program**

5.75 x 8.75 (Full page with bleed)

5 x 8 (Full page with white border/non-bleed)

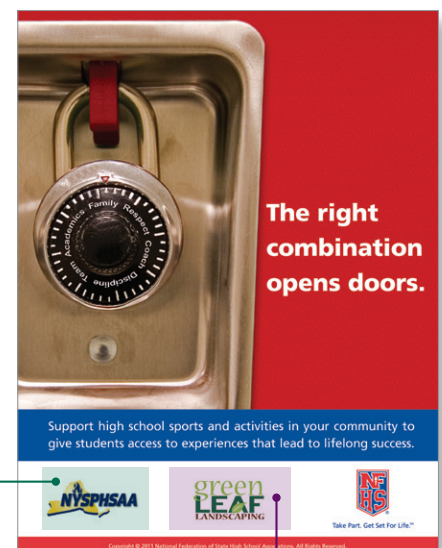
This ad is designed for use in event publications, programs, playbills and media guides. If you have access to Adobe Acrobat Professional software, this art can be customized with your state association logo. Your local print shop can likely assist with this, if needed. With Adobe Acrobat Professional, the ad can also be saved to an electronic-use format, such as .JPG. These files can then be used for placement on Web sites or in other electronic publications. Please note that .JPG or other electronic-use formats will be compressed and should not be used for print applications.

In addition to using these ads in publications for state association events, consider distributing the files to member schools for use in their publications. Students in graphic arts or computer design classes can customize the ads with school, local business and state association logos.

## Ideas for additional placement of customized program ads:

- Contact city and/or community newspapers and Web sites and provide a customized version of the ad with their logo on it for placement in print publications and on Web sites.
- Contact local theater/symphony/music organizations and ask for placement in their programs and playbills.
- Allow sponsors to customize the ad with their logo for use with their print advertising schedule and for use on their Web site.

Think about the many possibilities for spreading the word about the value of high school sports and activities and the positive message this sends about the role of your state association in supporting these vital experiences.



Add Your State Association Logo Here

Add Your Sponsor Logo Here