

FILE INSTRUCTIONS

2014 NIAAA & NFHS Print & Web Communications Materials

The enclosed print and web communications materials are provided to your school – **free of charge** – courtesy of the **National Interscholastic Athletic Administrators Association** and the **National Federation of State High School Associations**.

PRINT MARKETING MATERIALS

Four, full-color print ads are provided on this disc. Together, the ads communicate messages of sportsmanship, the positive effects athletics can have outside of the classroom and the importance of a coach in the development of a young person's life. Each ad is provided in multiple sizes. Please select the ad size that is most appropriate for your needs.

PRINT AD SIZES PROVIDED:

Ad Size	Ad Dimensions	Bleed Area
Two-page Spread	17" wide x 11" tall	included
Full-Page	8.5" wide x 11" tall	included
Half-Page	5.5" wide x 8.5" tall	included

BLEED AREA:

All of the print ad files are high-resolution CMYK PDF files. They are "press-ready" and include bleed area on all edges. The bleed area allows the print ad content to print all the way to the edge of your publication's pages. If your publication does not allow content to print to the page edges, your printer can simply remove the bleed area by using the crop marks included on the PDF file.

WEB ADVERTISEMENTS

Full-color web ads are also provided on this disc. If possible, we encourage you to use the web and print ads simultaneously to ensure your message enjoys the greatest reach.

WEB AD SIZES PROVIDED:

Ad Size	Ad Dimensions
Standard	300 pixels wide x 250 pixels tall
Leaderboard	728 pixels wide x 90 pixels tall

CLICK-THROUGH/LINK:

All of the web ad files are RGB jpeg files. They can be used on any website. Whenever you use one of these web ads, you must make sure that the web programmer, developer or IT representative can embed a link to your organization's website, so that people who view these ads can link or click through the ad to reach your organization's home page.

