

MISSISSIPPI COACH

The Official Publication of the Mississippi Association of Coaches



The official publication of the *Mississippi Association of Coaches*

REACH THE ATHLETICS DECISION-MAKERS

Mississippi Coach is the most cost-effective way to reach **3,500 coaches and athletic directors** at educational institutions throughout the state of Mississippi.

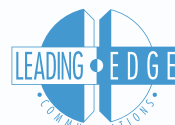
As the official magazine of the **Mississippi Association of Coaches**, *Mississippi Coach* provides readers with the localized coaching information they want and need.

This highly targeted marketing tool is published twice annually (Spring & Fall), allowing you consistent messaging during key purchasing cycles.

The Mississippi Association of Coaches reaches:

- Coaches
- Athletic Directors
- Assistant Coaches

Total Circulation: 3,500 +



Call us today at
615-790-3718

— AD MATERIAL SPECIFICATIONS —

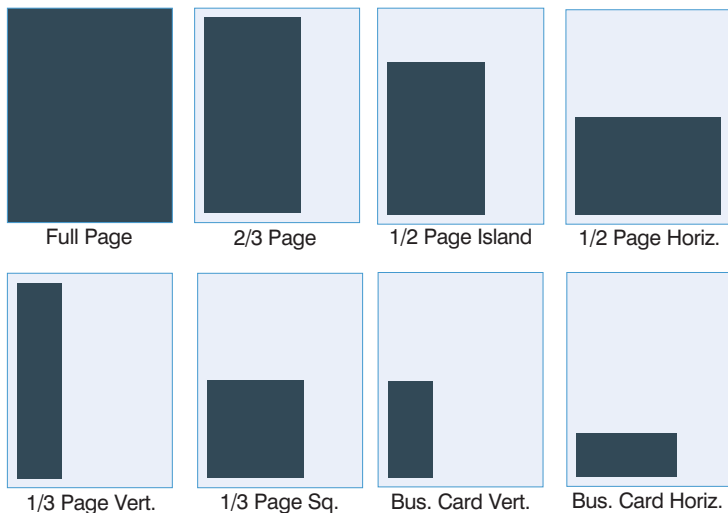
PRINT AD SPECIFICATIONS

SPACE SIZE	WIDTH (in inches)	DEPTH (in inches)
Full Page*	8.375"	10.875"
Power Page, Left*	7.625"	10.875"
Power Page, Right*	8.25"	10.875"
2/3 Page	4.875"	9.875"
1/2 Page Island	4.875"	7.66"
1/2 Page Horiz.	7.375"	4.937"
1/3 Page Vert.	2.25"	9.875"
1/3 Page Sq.	4.875"	4.937"
Bus. Card Vert.	2.25"	4.937"
Bus. Card Horiz.	4.875"	2.25"
QR Code Ad	3.75"	2"

*ONLY FULL PAGE ADS BLEED.

IMPORTANT For Full Page Ads:

- **Bleed size:** 8.625" x 11.125" (for full page ads; .125" on all sides)
- **Trim size:** 8.375" x 10.875"
- **Live area:** 7.625" x 10.125" (vital copy must remain .375" from trim size)



DIGITAL AD SPECIFICATIONS

SPACE SIZE	WIDTH (in pixels)	DEPTH (in pixels)
Email Blast Header Board	468	60
Email Blast Sidebar	120	240

IMPORTANT For Digital Ads:

- Always use .jpg or .gif files
- Format images in RGB color values
- Any URL's referenced must be active
- Resolution of 72dpi & set to maximum quality; makes for quick & easy downloading
- 1 MB maximum file size

Ads submitted for placement **MUST** follow these guidelines:

TECHNICAL SPECIFICATIONS

PDF (Portable Document Format) is the required file format for *Mississippi Coach*. PDF files must be created with Acrobat Distiller 4.05 or higher.

- Scanned images must be high resolution (300 dpi preferred), saved as CMYK or Grayscale (no RGB or JPEG graphics) as a TIFF or EPS.
- All fonts must be embedded in the PDF and be Type 1 or 3 — No Truetype.
- All PDFs must be high resolution/press optimized.
- Files must be 100% size, no rotations.
- Supplied color lasers will be used as a "guide for color" only.
- Files submitted electronically must be submitted on one of the following forms of removable storage media: CD or DVD. Ads can be emailed or uploaded to our FTP site using the instructions below.

FTP SITE INSTRUCTIONS

<http://leadingedgecommunications.com/files/index.php>

- **Username:** leupload
- **Password:** upload2le
- Go to bottom of page to *upload files* link. Please, email your Account Executive what your ad is named on the site and name of publication.

IMPORTANT:

Any ads that do not meet the specifications will be charged \$125 per hour to create. If re-sizing, re-formatting or any manipulation is necessary the client will be billed \$95 per hour.

SEND MATERIALS TO

Leading Edge Communications, LLC
 ATTN: Publisher
 206 Bridge Street
 Franklin, Tennessee 37064
 Phone: (615) 790-3718 • Fax: (615) 794-4524

VIA EMAIL

MSCoach@LeadingEdgeCommunications.com