

2018

ROSE CITY ROLLERS SPONSORSHIP ART SPECIFICATIONS



EVENT SPONSORSHIP SPECIFICATIONS

Element	Specs	Notes	Due Date
Banner	8' wide x 3' tall	Full color, no lettering under 1" tall. Must have grommets	4 days prior to bout
Program Ads	Full Page: 5" x 8" 3/4 Page: 5" x 5.90625" 1/2 Page: 5" x 3.9375" 1/4 Page Portrait: 2.4375" x 3.9375" 1/4 Page Landscape: 5" x 1.96875"	All ads are black & white (greyscale). Measurements are width x height Supply press quality PDF with all fonts embedded or converted to outlines. High resolution JPEGs (300 dpi) ok.	10 days prior to bout ad is for
Scoreboard	1600 x 320 pixels JPG or PNG RGB Color	Ads will be on black background. Prefer vector files (Illustrator) or editable PDFs (300 dpi)	4 days prior to bout
Logos: web & print a) rosecityrollers.com b) program	Full color/web: 400 x 400 pixels, 72 dpi. Black & white for program: no smaller than 2" wide, 300 dpi.	JPEG or PNG for web (we can adjust if vector file or PDF is sent) Prefer vector files (Illustrator) or editable PDFs (300 dpi) for program	Upon payment of package
Track Barrier Banner Ad	50" wide x 12" tall	Full color, press quality PDF, CMYK	
Newsletter Ad	165pixels wide x 165 pixels tall (some flexibility on height)	Full color square linked ad on right bar of newsletter	The 25th of prior month
Coupons for Distribution	Maximum 4.25" x 5.5"	On light weight paper if inserted in program, heavier if hand distributed. (400 per hangar bout, 2000 larger bout)	4 days prior to bout

BROADCAST SPECIFICATIONS

Element	Specs	Due Date
Broadcast :10 Still	:10 still ads 1920 pixels x 1080 pixels in a high resolution flattened file format (PNG, PDF, etc). You must have rights to all music used in your commercial.	1 week prior to bout
Broadcast :30 Video Commercials	Video Frame Size: 1080/30 pixels or 720/60 pixel. Video Bit Rate: highest possible, Codec: H.264, Container: .mp4 preferred, Audio: AAC preferred, Bit Rate: 128k or higher, Stereo or mono (will be played out as mono). You must have rights to all music used in your commercial	1 week prior to bout

HOW TO SUBMIT YOUR LOGOS, ADS AND VIDEOS

- 1) Send only elements that are part of the package you purchased.
- 2) Email your items to: sponsorship@rosecityrollers.com
- 3) Name the elements as follows: Your business name & ad type. Example: IronDollQuarterPgAd.pdf or KaysLogo.pdf