CCA GUIDELINES FOR ADVERTISING 2024

Downriver Race Sponsor

Logo for T-Shirt - Logo should be a **one-color** high resolution graphic suitable for printing in a small area on a fabric T-shirt. Logo graphic may include your URL and/or phone number. Silver and Bronze level logos will be the same size. Gold and Platinum level logos will be larger and featured more prominently.

Live Links- Provide live links to your website and/or Facebook page for Cruiser Newsletter articles, Race Registration page and materials, and Facebook posts for sponsors

CRUISER NEWSLETTER HAS 2 COMPONENTS, BOTH INCLUDED WITH YOUR ORDER:

Cruiser Newsletter Email Advertising

Advertisements in Email highlights sent to all members

Cruiser email consists of stacked editorial text and image blocks, with ad blocks interspersed. Keep this ad quite simple as it is much smaller than the PDF version. There are two options for advertising blocks:

1) Wide horizontal image (photo or graphic). Size: maximum of 600px x 230px. Format: .jpeg, .png, or .gif. Color or black and white. **OR**
2) Text with left image, or text with right image: 2 blocks side by side, 300px x 230px each. Text can be any equivalent of a maximum of 350 characters in 18pt. Images in color or black and white. (Basically, think in terms of thumbnail photo or logo with adjacent text.)

Live Link for Digital Advertising: You can include a displayed or embedded URL with the image or in the text. Please provide your live link which can connect to either your website or Facebook page.

Cruiser Newsletter PDF/Print Edition Advertising

Cruiser PDF/Print Edition consists of 8 ½ x 11 pages of editorial text and images, with ads interspersed. There are three options for ads:

1) ¼ page vertical image (photo or graphic). Size: maximum of 3" width x 4" height. **OR**
2) ½ page horizontal image (photo or graphic). Size: maximum of 6 ½" width x 4 ¼" height. **OR**
3) 1/3 page horizontal image. Size: Maximum of 6 ½" width x 3" height

Format for photos or graphics: .jpeg, .png, or .gif. Color or black and white, but note: color images will be rendered in color in the digital PDF, but in the printed copy mailed to a small number of members, color images will be rendered in black and white only.

Roster Print Advertising

JPG format is preferred for Roster print ads, though PDF is also acceptable. Word (.doc) files do not usually look as professional. Color or black and white ads are acceptable.

The Roster is a printed booklet 5 3/8"W x 8 ½"H.

Full page and Inside Cover ad image size: 4.5" W x 7.25" H

Half page ad image size: 4.5" W x 3.5" H

2/3 page ad image size: 4.5" W x 4.8" H

1/3 page ad image size: 4.5" W x 2.4" H (a business card is easily stretched to fit this ad size)

NOTE: We will be happy to work with you to resolve any issues with ads as submitted.