



Colorado Athletics Directors Association Advertising Program

About CADA

“The Colorado Athletics Director’s Association’s Mission is to support educationally based athletic programs through the promotion of the professional growth and image of interscholastic athletics administrators”

CADA Demographics

90% of members are Athletic Directors
75% make purchasing decisions for their schools
68% have budgets in excess of \$75,000

The CADA Audience

CADA is the unifying voice of Colorado’s Athletic and Activities Directors. We represent district and building level Athletic Directors from over 350 high schools and school districts located in all areas of the State. CADA provides you with a direct link to those individuals who have ultimate purchasing authority for their high school athletics programs. The buying power is impressive, with each school spending approximately \$75,000 annually on just the athletic equipment and services alone. We are committed to developing a strong relationship with each of our corporate partners. We look forward to visiting with you and looking at ways we can promote your company to your largest target audience

Advertising Opportunities	Member	Non-Member
Business Card - Single Issue Ad size: 3 1/2" wide x 2" high Single Issue Month <input type="checkbox"/> August <input type="checkbox"/> October <input type="checkbox"/> December <input type="checkbox"/> February <input type="checkbox"/> April <input type="checkbox"/> June	<input type="checkbox"/> \$75	<input type="checkbox"/> \$100
Business Card - Full Year File formats: High resolution, 300dpi EPS, TIFF or JPEG	<input type="checkbox"/> \$350	<input type="checkbox"/> \$500
Website Banner - Full Year Ad size: 290 pixels x 76 pixels	<input type="checkbox"/> \$750	<input type="checkbox"/> \$1,000

Contact Information

Contact Name

Address

City, State and Zip

Phone

Email Address

Payment Information

Visa Mastercard Check Enclosed # _____

Credit Card Number

Expiration Date

CVC Code

Signature

Billing Address for Credit Card

Total

CADA Advertising Contract

Ad Specifications

The preferred file formats for ad submission is high resolution, 300 dpi or larger EPS or TIFF.

Web Images

Images that are collected from web pages are low resolution (72dpi) and do not output cleanly for printing. These images are made for Web design and are not intended for printing purposes. Optimal resolution for offset printing is 300dpi at size.

Getting your job print ready

When supplying digital files to us, all files, source files, and fonts need to be included. These are the necessary components that the application file will need when sending to the imagesetter. A hard copy is also necessary to ensure what we output matches your layout.

Scanned Images

Photos need to be 300dpi at finished size to get optimum results when printed. Images that are less than 300 dpi if scaled down can be used. Example: a 150dpi image scaled down to 50% of original size will output as a 300dpi image. The dpi is now doubled because it has been reduced in size and now meets the 300dpi criteria. Files that do not fall within this criteria may not meet the customers quality expectations. Line art (solids, black & white) usually will be scanned at a high 1200dpi resolution as line art. In Photoshop the file will be in Bitmap mode and should be saved as a TIFF. Images that are scanned at a lower resolution may show jagged edges and may not look as clean.

Types of Images

Vector Images: are comprised of lines and curves and therefore, print crisp and clear no matter what size. Files built from Adobe Illustrator are vector images.

Raster Images

Are not scalable to the same degree as vector images but can be edited in programs like Photoshop or other paint programs. Raster images are made by the arrangement of dots (pixels) of different color or tone value. When these images are scaled to large, you will begin to see the pixels and images become bitmapped in appearance.

Authorized Signature

Date

RETURN THIS CONTRACT WITH PAYMENT TO

Colorado Athletics Directors Association - CADA
12011 Tejon St., Suite 700
Westminster, CO 80234

or by email to info@coloradoad.org