

Sports Programs

Graphic Publishing is the "*Sports Publishing*" leader in North Alabama. We have produced sport programs and related material for high schools, colleges, Huntsville Havoc hockey, Huntsville Channel Cats hockey, Vipers Football, NBDL's Huntsville Flight basketball, NBA promotions material for the NBDL league, the Polevision Racing Team, minor league baseball, and for many recreational leagues.

Sports Program Guidelines

Producing a sport program can be an overwhelming task. Partnering with Graphic Publishing and following this guideline can make the process easier to manage.

Where to begin? Use last year's program as your template. Identify the things you want to change and each component that is needed (i.e., letters, rosters, bios, photos, and ads).

We require that ALL material be provided in a digital format. Accepted digital formats for text components are MS Word and MS Excel. Accepted digital formats for photos are jpg, tif, or pdf. The only material that will be accepted in hardcopy are ads and the more ads supplied digitally, the better. It is preferred that all files be submitted on a CD or DVD disc. Encourage those who are providing you the information to give you digital files. This makes it easier for you to handle and is what we require.

Photos:

All photos must be provided in a digital format. The preferred formats are jpg, tif, or pdf. Photos should be provided at a minimum of 300 dpi and can be provided in color or black & white.

Rosters:

Rosters are best provided in an Excel spreadsheet since most rosters are in a table/multiple column format.

Letters – Bios – Season Outlooks:

These are best provided in a Word document along with any other plain text components.

Ads:

Ads are the most complex part of a program. Unfortunately ads will be given to you in a number of ways, some more useable than others (i.e., business cards, printed ads, hand written instructions, and even verbal instructions). Try to get the best material possible (and as much in a digital format as possible). Normal sizes are full page, half page, quarter page, and eighth page (business cards size). Separate the ads by size when submitting for print.

Summary:

- Submit files on a CD or DVD disc
- Submit all files in an acceptable digital format.
- Accepted text formats are MS Word and MS Excel
- Accepted photo formats are jpg, tif, or pdf, at a minimum of 300 dpi.
- Ads sorted by size.
- Provide a copy of your last program.

Other Possible Printed Material:

- Sponsor Forms
- Pocket Schedules
- Specialty Tickets
- Lineup Sheets
- Posters
- Game Day Programs
- Score Cards
- Calendars
- Sport Trading Cards