

# **ROCHESTER COLLEGE ATHLETIC PAGE** **ADVERTISEMENT GUIDELINES**

Sponsorships are now available on Rochester College's website. Your company logo can be placed on the front web page of the sport of your choice. These advertisements will be 1.75 inches wide, 1 inch tall, and may be placed at the bottom of or on the right of the team's front page. Each advertisement will be placed on the web site for one year. All advertisements are subject to approval by the athletic director, the development office, and the marketing office.

The advertisement will be limited to the following information:

- Name of the vendor.
- A vendor's location, both geographical and on the World Wide Web.
- A vendor's bona fide text or visual logo.
- The length of time a vendor has been in business or the date its business commenced.
- A vendor's telephone number.
- A "hot" link to a vendor's external World Wide Web pages.
- Links will open a new, smaller browser window whenever possible.

When submitting your company's logo, the following specifications must be met:

- Dimensions should be 108px x 72px.
- Accepted formats are: GIF, JPEG, JPG, or PNG.
- Page url that graphic should be linked to also must be included.

The cost of each sponsorship is \$200. For an additional \$30 fee our Marketing & Design office can design your graphic. Once design is complete you will be able to preview and approve it online before it is placed live on our site.

Please contact assistant athletic director, Clayton Bissett, at 248-218-2181 if interested.