



## ADVERTISING SPECS & INFORMATION

2017-2018

MJHL corporate partnerships/sponsorships are at the following levels:

- OFFICIAL PARTNER
- MAJOR PARTNER
- SUPPORTING PARTNER
- MJHL PLAYER-OF-THE-WEEK SPONSOR
- MJHL PLAYER-OF-THE-MONTH SPONSOR
- MJHL SHOWCASE PRESENTING SPONSOR
- MJHL PLAYOFFS PRESENTING SPONSOR

Refer to the partnership/sponsorship benefits document for a list of benefits at each level.

Note: All size dimensions listed below are width x height.

### ➤ Digital LED Signs (18' w X 3.31' h) for *Official & Major* Partners -- digital ad design specs:

- Digital ads can be changed as required – some restrictions may apply
- Size: 528 x 96 pixels (width x height)
- Preferred format: wmv
- Length: 10-12 seconds (maximum)
- Frame Rate: 30 fps (frames per second)
- Digital ad design is available @ \$250 per ad

#### [MJHL DIGITAL LED SIGN NETWORK](#)

### ➤ MJHL Yearbook print ads:

Please provide an ad in the ad size according to your partnership level.

4-colour (CMYK), no bleeds, min. 300 DPI, PDF format.

- OFFICIAL PARTNER - Full page: 7.75" w x 10.25" h
- MAJOR PARTNER - 1/2 page: 7.75" w x 5" h **OR** 3.75" w x 10.25" h
- SPECIAL EVENT PARTNER - 1/4 page: 3.75" w x 5" h
- SUPPORTING PARTNER - 1/8 page: 3.75" w x 2.5" h

#### [2016-2017 MJHL YEARBOOK](#)

- PA Announcements (330 regular season games and up to 49 playoff games):
  - PA announcements should be approx. 10 seconds in length.
  - Please provide your announcement in either Mp3 format *OR* written script.
  - PA announcements are played prior to the game, during the game or between periods at the discretion of the home team.
  - MJHL corporate partners/sponsors may provide one generic PA announcement for the entire hockey season (preferred) or more than one PA announcement to be rotated equally, or to be played during a set time period (please identify PA announcement schedule should ads change).

Sample: *Today's game is sponsored in part by XYZ Company. We're proud to support the MJHL, and the great sport of hockey in Manitoba.*

- MJHL Website PLUS 11 team websites banner ads - [www.mjhlhockey.ca](http://www.mjhlhockey.ca)
  - Top banner ad: 550 x 70 pixels (appears on MJHL website PLUS 11 team websites)
  - Supported File Formats: JPG, PNG, GIF & animated GIF

- Corporate Partner/Sponsor Logo(s)

Corporate partners/sponsors are asked to provide a high resolution logo (colour) and website URL/link for use on the **MJHL website PLUS 11 team websites** logo scrolling bar and MJHL Corporate Partners landing page. Also for the MJHL pocket schedule, team line-up sheets and other MJHL print and promotional materials.

Please provide all creative materials in the size and formats specified **before September 8, 2017** to [trevor@tkmarketing.ca](mailto:trevor@tkmarketing.ca) For large file transfers, use WeTransfer please.

NOTE: MJHL Digital Sign Network digital ads as well as online banner ads can be changed at any time.

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