



Stadium Advertising Art Guidelines

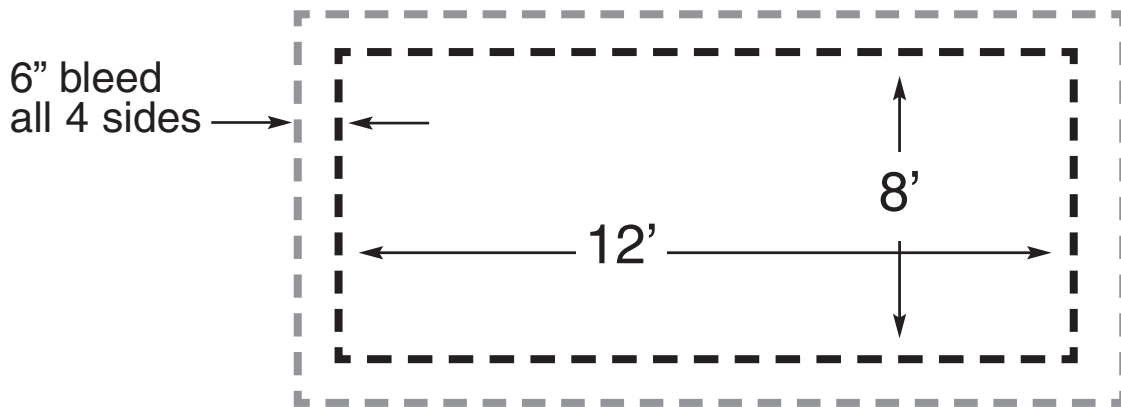
Kane County Cougars • 34W002 Cherry Lane • Geneva, Illinois 60134 • 630-232-8811 Fax: 630-232-8815

Outfield Wall Signs

When submitting art, follow these guidelines:

Size: 8'x12', 8'x24' or 8'x36'. Allow 6 inches of bleed on all 4 sides

For outfield wall signs, art can be prepared 1/4 size or 1/2 size.



- Colors:**
- Logos and flat color art should include all PMS colors
 - 4 color process images should have a DPI of 200 *includes additional production charge
 - 4 color process images can be used as long as it isn't busy looking. Remember that they are being viewed from across the diamond so the bigger the better.
 - Keep your message simple.
- Programs:**
- Adobe Illustrator version 10 or lower, Adobe Photoshop version 6.0 or lower.
 - All type should be converted to outline art.
- Formats:**
- EPS, JPEG, PDF. **Note:** If you are sending a PDF, please be sure to embed all type fonts and your resolution settings are all at 200 DPI.
- Disk:**
- We can accept CD ROM or ZIP Disk. Mac formatted preferred if possible.
- E-Mail:**
- You can e-mail your art to: art@kanecountycougars.com. Please indicate that the art is a Outfield Wall Sign ad and the name of your Cougars representative.

Any questions please call the Cougars Graphics Department at 630-232-8811 ex:6245



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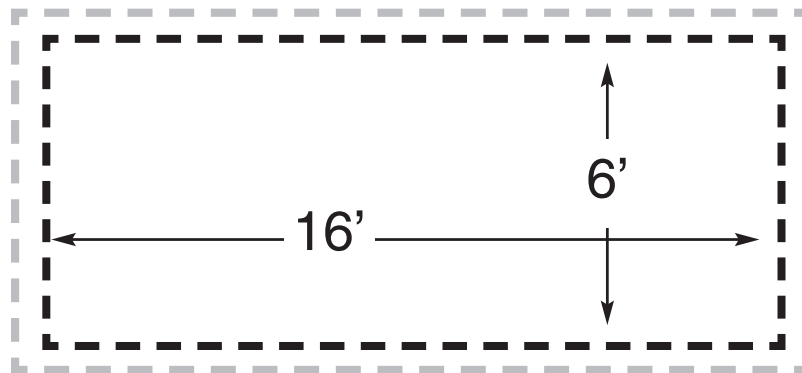
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Message Board Signs

When submitting art, follow these guidelines:

Size: 6'x16'. Allow 6 inches of bleed on all 4 sides

For outfield wall signs, art can be prepared 1/4 size or 1/2 size.



- Colors:**
- Logos and flat color art should include all PMS colors
 - 4 color process images should have a DPI of 200 *includes additional production charge
 - 4 color process images can be used as long as it isn't busy looking. Remember that they are being viewed from across the diamond so the bigger the better.
 - Keep your message simple.
- Programs:**
- Adobe Illustrator version 10 or lower, Adobe Photoshop version 6.0 or lower.
 - All type should be converted to outline art.
- Formats:**
- EPS, JPEG, PDF. **Note:** If you are sending a PDF, please be sure to embed all type fonts and your resolution settings are all at 200 DPI.
- Disk:**
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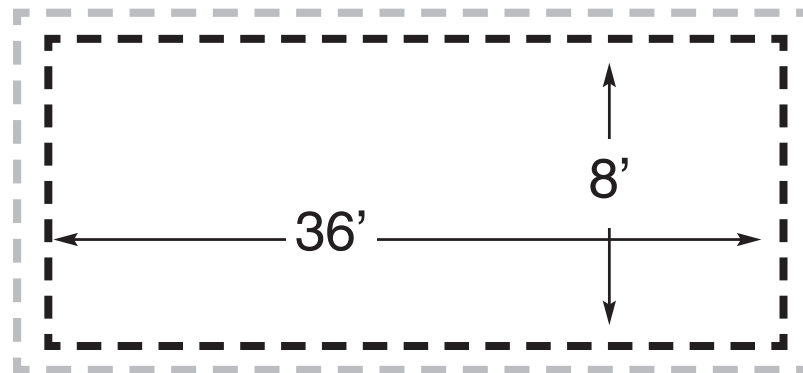
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Scoreboard Signs

When submitting art, follow these guidelines:

Size: 8'x36'. Allow 3 inches of bleed on all 4 sides

For outfield wall signs, art can be prepared 1/4 size or 1/2 size.



- Colors:**
- Logos and flat color art should include all PMS colors
 - 4 color process images should have a DPI of 200 *includes additional production charge
 - 4 color process images can be used as long as it isn't busy looking. Remember that they are being viewed from across the diamond so the bigger the better.
 - Keep your message simple.
- Programs:**
- Adobe Illustrator version 10 or lower, Adobe Photoshop version 6.0 or lower.
 - All type should be converted to outline art.
- Formats:**
- EPS, JPEG, PDF. **Note:** If you are sending a PDF, please be sure to embed all type fonts and your resolution settings are all at 200 DPI.
- Disk:**
- We can accept CD ROM or ZIP Disk. Mac formatted preferred if possible.
- E-Mail:**
- You can e-mail your art to: art@kanecountycougars.com. Please indicate that the art is a Outfield Wall Sign ad and the name of your Cougars representative.

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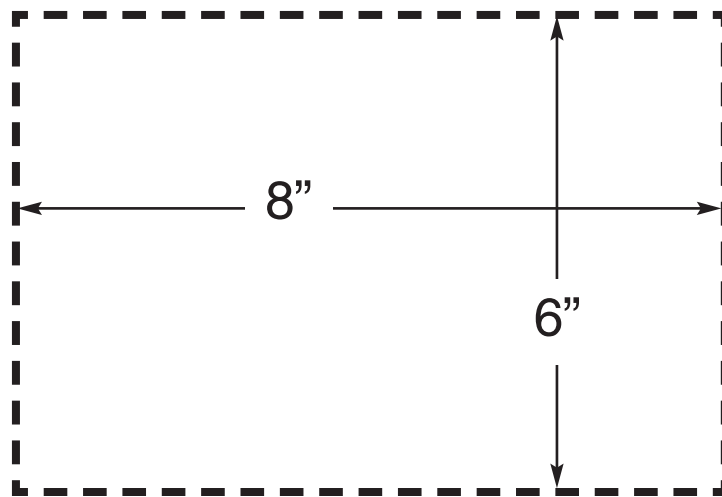
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Video Board

When submitting art, follow these guidelines:

Video Board Ad Size: 6" x 8"



Ad Tips:

- Ads are in 30 second segments and can be used to display your logo or scroll through several screens within your timeframe including a phone number, web site, digital photos of products or virtually any message you choose.

Colors:

- All frames should RGB and have a DPI of 72
- Keep your message simple.

Programs:

- Adobe Photoshop version 6.0 or lower.

Formats:

- RGB Photoshop JPEG, EPS or PDF. **Note:** If you are sending a PDF, please be sure to embed all type fonts and your resolution settings are all at 200 DPI.
- Flat art for scanning (Photos, Logos, etc.). Must be good quality.

Disk:

- We can accept CD ROM or ZIP Disk. PC formatted preferred if possible.

E-Mail:

- You can e-mail your art to: art@kanecountycougars.com. Please indicate that the art is a video board ad and who your Cougars representative is. **Note:** If you are sending a PDF, please be sure to embed all type fonts and your resolution settings are all at 200 DPI.

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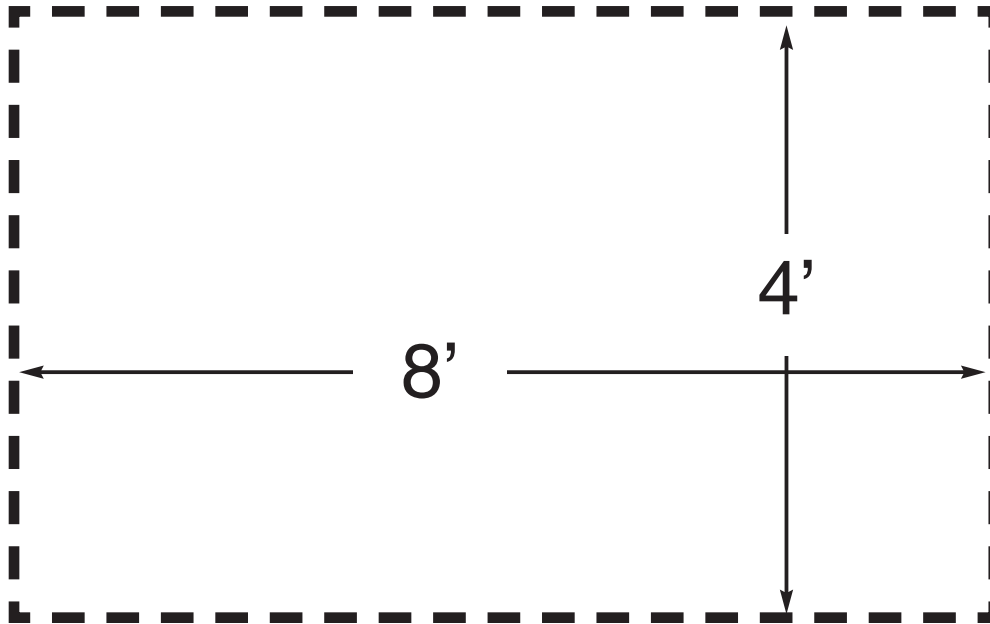
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Illuminated Concourse Billboard

When submitting art, follow these guidelines:

Size: 8'x 4'



- Colors:**
- Logos and flat color art should include all PMS colors
 - 4 color process images* should have a DPI of 300 *includes additional production charge
- Programs:**
- Quark XPress 6.5 or lower, Adobe Illustrator version 10 or lower, Adobe Photoshop version 8.0 or lower. **Note:** Quark files should be collected and include all photos, logos, line art and all type fonts (Screen and Printer fonts). Adobe Illustrator art & type should be all converted to outline
- Formats:**
- EPS, JPEG, PDF. Please include all type fonts (Screen and Printer fonts)
- Disk:**
- We can accept CD ROM or ZIP Disk. Mac formatted preferred if possible.
- E-Mail:**
- You can e-mail your art to: art@kanecountycougars.com. Please indicate that the art is a pocket schedule ad and who your Cougars representative is.

ALL ADS ON DISK SHOULD BE SIZED TO THE DIMENSIONS LISTED ABOVE.

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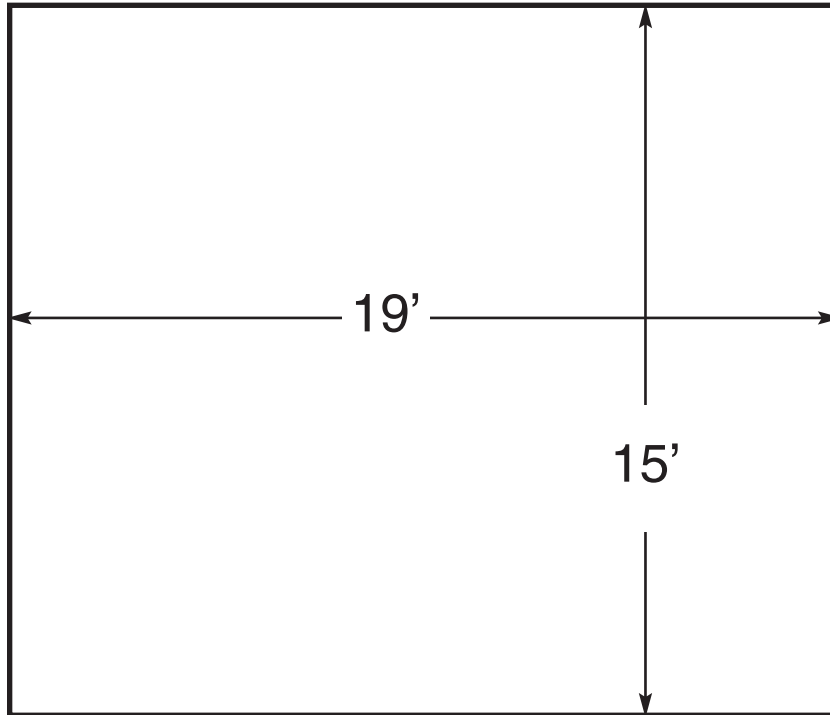
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Tri-Visions

When submitting art, follow these guidelines:

Tri-Vision Actual Size: 15' h x 19'w



Ad Tips: • Art can be submitted at a scale of 1/2" = 1'-0" or 1" = 1'-0"

Colors: • Logos and flat color art should include all PMS colors
• 4 color process images* should have a DPI of 200 *includes additional production charge

Programs: • Adobe Illustrator version 10 or lower, Adobe Photoshop version 6.0 or lower.
• All type should be converted to outline art.

Formats: • EPS, JPEG, PDF. **Note:** If you are sending a PDF, please be sure to embed all type fonts and your resolution settings are all at 200 DPI.

Disk: • We can accept CD ROM or ZIP Disk. Mac formatted preferred if possible.

E-Mail: • You can e-mail your art to: art@kanecountycougars.com. Please indicate that the art is an A-Frame ad and who your Cougars representative is.

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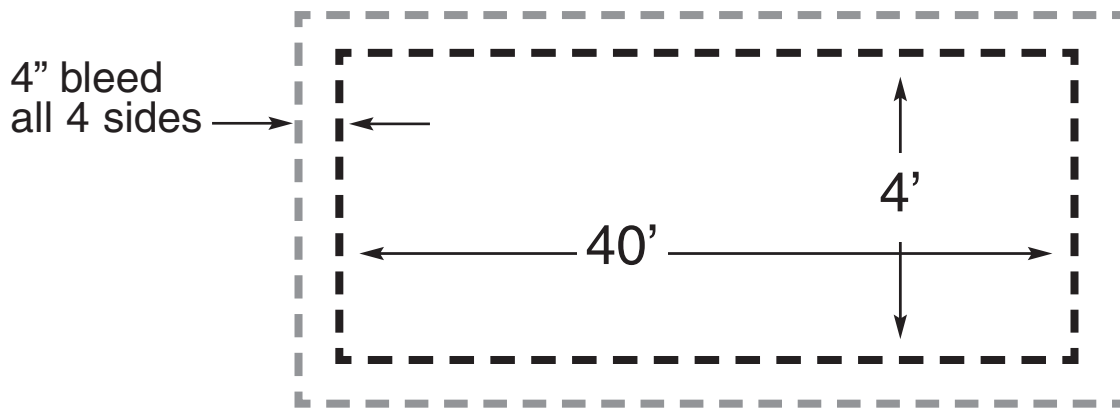


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Dugout Tops

When submitting art, follow these guidelines:
Size: 4'h x 40'w. Allow 5 inches of bleed on all 4 sides
(For Dugout Top signs, art can be prepared 1/4 size or 1/2 size).



- Colors:**
- Logos and flat color art should include all PMS colors
 - 4 color process images should have a DPI of 200 *includes additional production charge
 - 4 color process images can be used as long as it isn't busy looking. Remember that they are being viewed from across the diamond so the bigger the better.
 - Keep your message simple, large and eye catching.
- Programs:**
- Adobe Illustrator version 10 or lower, Adobe Photoshop version 6.0 or lower.
 - All type should be converted to outline art.
- Formats:**
- EPS, JPEG, PDF. **Note:** If you are sending a PDF, please be sure to embed all type fonts and your resolution settings are all at 200 DPI.
- Disk:**
- We can accept CD ROM or ZIP Disk. Mac formatted preferred if possible.
- E-Mail:**
- You can e-mail your art to: ebroderick@kanecountycougars.com. Please indicate that the art is a Dugout Top ad and the name of your Cougars representative.

Any questions please call the Cougars Graphics Department at 630-232-8811 ex:6245



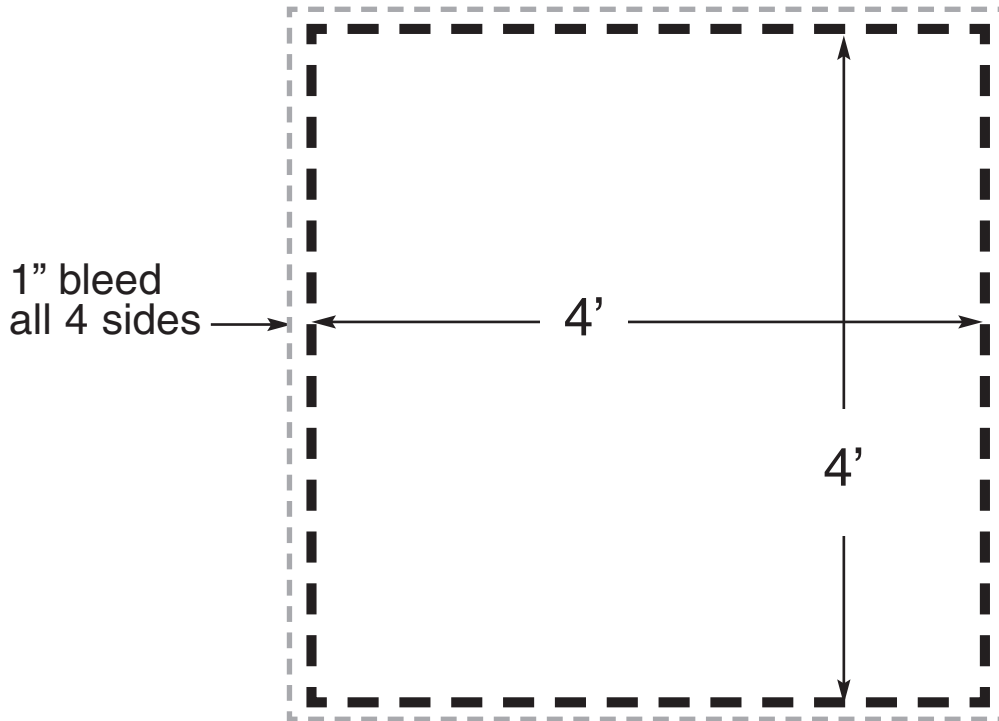
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A-Frames

When submitting art, follow these guidelines:

A-Frame Ad Size: 4' x 4' w/1" bleed all 4 sides



Ad Tips:

- Fans proximity to the signs enables your message to include more copy while still having a large, permanent presence.

Colors:

- Logos and flat color art should include all PMS colors
- 4 color process images* should have a DPI of 300 *includes additional production charge

Programs:

- Adobe Illustrator version 10 or lower, Adobe Photoshop version 6.0 or lower.
- All type should be converted to outline art.

Formats:

- EPS, JPEG, PDF. **Note:** If you are sending a PDF, please be sure to embed all type fonts and your resolution settings are all at 200 DPI.

Disk:

- We can accept CD ROM or ZIP Disk. Mac formatted preferred if possible.

E-Mail:

- You can e-mail your art to: art@kanecountycougars.com. Please indicate that the art is an A-Frame ad and who your Cougars representative is.

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