



## 2024 CENTRAL CATHOLIC VIKINGS FOOTBALL PROGRAM ADS

April 2024

Dear Parents,

As we begin preparations for another successful Central Catholic Football Season, we would like to remind everyone of the importance of a successful 2024 Program Book Ad Campaign.

The money raised through our program ad campaign will help fund our football program and provide parents with an opportunity to offset player fees.

The Central Catholic Football Program features biographies of our senior players and coaches, photos of the team and many important points of interest relating to Central Catholic High School and sports programs. The Program is a cost-effective way for Pittsburgh area businesses to demonstrate their commitment to the communities that they serve!

The 2024 ad forms including cost, instructions and other details can also be found on our website: [www.pccvikingsfootball.com](http://www.pccvikingsfootball.com)

**Please review the separate document with instructions for creating an ad.**

**If the ad is not submitted in the correct dimension, size, and acceptable file format, it will be returned to you.**

### Important Notes:

Every player can sell \$200 in program ads, to reduce their player fees by \$200.

- You will receive \$200 credit to your player fees for the first \$200 in ad sales.  
You will receive a 50% credit to your player fee for any additional ads sold after you reach the initial \$200 sales goal.
- All forms and payments must be received by July 15th, 2024
- Players/parents are responsible for following through with businesses to assure payment and ad information is received prior to deadline
- Program Ads must be submitted in final form (camera ready) as they will be displayed in the actual program (no artwork / design services are available)

### How to calculate your player fee credit:

Example 1:

Total Ads Sold: \$200. You will receive \$200 total player credit.

Example 2:

Total Ads Sold: \$400. You will receive \$200, plus 50% of the additional \$200 = \$300 total player credit.

Example 3:

Total Ads Sold: \$700. You will receive \$200, plus 50% of the additional \$500 = \$450 total player credit.

Thank you for your support to our football program  
**2024 Central Catholic Football Boosters**