

FSA District Preview Coordinator

Instructions for Submitting Ad Information for Publication

1. Preview ads will be one quarter (\$50), one half (\$90) or full page ads (\$150) only.
2. Make sure you let the FSA Preview Editor/Lithographer know what district the ads are for.
3. Use hi-resolution photos. The name of each photo should describe the photo (i.e., Sam Jones not 20200617_174150). Do not embed photos, text, etc. together in a Word document, unless as a layout.
4. Send a layout if necessary (i.e., scanned drawing) to show where the pieces of the ad should appear.
5. Do not try to format the ad material as that is the Editor's job.
6. Do not send a PDF unless it is the final document ready to be published "as is."
7. Check carefully what is received and if necessary contact the advertiser for clarification. Help the advertiser as needed.
8. When updating an existing file, remove the old corrections and add new changes in Red.
9. If deleting info, just delete it without describing it as a deletion.
10. Make any instructions in Blue.
11. When preparing the list of Affiliated Clubs, use the address of the physical location of the courts. Also, include the Club President's phone number after his/her name.
12. Send the ad information as an email attachment to the Editor. Include the ad size at the top of the ad material and make sure it agrees with the size on the District Ad Order Form (See Forms on the FSA website).
13. Send a copy of the District Ad Order Form to the FSA Treasurer with a check for the appropriate amount.
14. The District Preview ads and information should be sent to the Editor by May 15 (earlier if able) unless you notify the Editor for the delay.
15. The Editor will review everything and will send a PDF proof copy of the associated pages when finished. Check the information and let the Editor know if it is correct or changes need to be made.
16. Notify the Editor of the number of copies your district needs.
17. The Previews should be available for pickup in Sebring at the FSA October Board meeting. Have a check available for your order (\$3 per book).
18. If you have questions, please contact the Editor as early as possible.