



# BLUELINE

## CALGARY ROYALS ATHLETIC ASSOCIATION

### BlueLine Magazine 2023-2024 Information Package

## JUNIOR B Guidelines

### Introduction:

Each year the Calgary Royals Athletic Association publishes a yearbook called the BlueLine Magazine. It acts as a keepsake yearbook for the players, coaches and managers. It also is a major fundraiser for both the Association and the Teams. The BlueLine will be available for distribution in May. Each year we distribute approximately 800-1000 BlueLine Magazines around the city of Calgary.

### Magazine Content:

The BlueLine Magazine will contain items such as:

- Team photos
- Individual player photos and player profiles
- Editorial content, articles and hockey material

### Advertisement Sales:

- There is no minimum advertisement requirement for JUNIOR B players.
- All advertisement revenue is split between the player and the Calgary Royals Athletic Association.
- 70% of each player's sales minus the GST will be applied to reducing that player's C.R.A.A. registration fees up to a maximum of the full registration amount.
- It is a terrific opportunity for each player to reduce their registration costs!

### Photo Night:

The JUNIOR B photo night will be **TBA** prior to a Blue vs Gold game or back to back practice. Blue uniforms will be used so please remember Blue game socks.

### Submitting Ad Copy:

Accepted ad copy formats are outlined on the BlueLine order form. We cannot accept incomplete forms. Please be accurate when filling out the form. Advertisers should submit clean, crisp material for their ads. Staple marks, folds and dirt will show when printed. The printing company is not responsible for designing ad copy. The ad can be submitted in a paper form (i.e.: business card) or digitally submitted to the printing company. For digital/e-mail submissions follow the directions on the BlueLine order form.

All completed forms, ad copy and payment should be given to your team's BlueLine Manager or the Royals BlueLine Coordinator, including forms and ads which have been emailed to the printer.

Each numbered BlueLine Order Form has 4 copies. Follow directions on the form for distributing the copies. Please press firmly when filling them out. Each form is assigned to a specific player. Do not share your forms with others. Each team coordinator will have extra copies if you need more forms. Return all unused forms to your team coordinator. Lost forms will be assessed a \$100 fee.

### Ad Submission Deadline:

The deadline for submitting your ads to the printing company is **January 15, 2024.**



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#### **Advertisement Rates:**

All prices include GST.

<b>Outside Back Cover (Lottery)</b>	<b>\$ 2,647.50</b>
<b>Inside Front Cover (Lottery)</b>	<b>\$ 2,332.50</b>
<b>Inside Back Cover (Lottery)</b>	<b>\$ 2,332.50</b>
<b>Full Page - Color</b>	<b>\$ 2,017.50</b>
<b>1/2 page - Color</b>	<b>\$ 1,021.25</b>
<b>Full Page - Black and White</b>	<b>\$ 900.00</b>
<b>1/2 page - Black and White</b>	<b>\$ 460.00</b>
<b>1/4 page - Black and White</b>	<b>\$ 261.00</b>
<b>1/10 page - Business Card</b>	<b>\$ 156.25</b>
<b>Sponsors Listing</b>	<b>\$ 130.50</b>
<b>Specific Page Location Request</b>	<b>\$ 115.00</b>

#### **BlueLine Grandfather Clause:**

The Calgary Royals Athletic Association acknowledges that prior claim does exist for current Calgary Royals players who have previously successfully enlisted an advertiser.

If a parent or player completes the sale of an ad which had in the past been held by a current Calgary Royals player for prior editions of the BlueLine magazine, then the initial parent or player retains rights to an equal revenue value from the ad.

Players/parents with prior claim to an ad are guaranteed at least the same level of ad income as earned from the previous year provided they demonstrate proof of an effort to re-sign the advertiser for the current BlueLine edition and the value of the current year's ad is equal or higher to last year's ad.

The primary intent of the Grandfather clause is to prevent disputes amongst current Royals players and parents and potential advertisers. Practicing a professional behavior to our advertisers is essential to our continued success.

First responsibility for resolving disputes should be attempted by each of the individual Royals members. The advertiser should not be a part of this mediation. In the event that there is no resolution, the BlueLine Coordinator will make a final decision, with equal revenue sharing being a preferred solution.

**BlueLine Contact Information: Sandra Young** Email: [royalsblueline@gmail.com](mailto:royalsblueline@gmail.com)