



DAILY PAIRINGS GUIDE ACKNOWLEDGEMENT & VIDEO BOARD GUIDELINES

Please submit all Daily Pairings Guide acknowledgment / Video Board display materials to:

Kyle Bartlett | Sponsorship Activation Coordinator

AT&T Byron Nelson
106 E. 10th St., Suite 200
Dallas, TX 75203
kbarlett@salesmanshipclub.org
214.944.5729

DAILY PAIRINGS GUIDE ACKNOWLEDGEMENT SPECS

Full page trim size: 4" w x 8.5" h
Full page bleed: 4.25" x 8.75"
Live area: 3.5" x 8"

Half page: 4" w x 4.125" h
Half page bleed: 4.25" x 4.375"
Half page non-bleed: 3.5" x 3.875"

Line Screen: 300 dpi

CONTENT CONSIDERATIONS

High-resolution PDF preferred using PDF/X settings. Convert all spot colors to CMYK mode. Adobe InDesign or Adobe Illustrator acceptable (Mac format). Package file for output including fonts and support images. Illustrator images must include fonts or be converted to outline fonts. Resolution must be 300 dpi at actual size. All images must be saved as CMYK mode (not RGB). Bitmap images must be 1,000 dpi. Sponsor acknowledgements created in Microsoft Word are not accepted. To ensure that we meet the color expectations of our sponsors, we require a color proof. All proofs for color and/or content verification must be generated from the final file and must be 100% in size. If no digital color proof is provided, we have no basis for comparison and are not responsible for any significant color variation that may result. If you are interested in having your acknowledgement designed or altered, there is an additional cost. Contact the Sponsorship Activation Coordinator for more information.

All Daily Pairings Guide acknowledgement materials are due by April 10, 2015.

VIDEO BOARD DISPLAY SPECS

1. Artwork dimensions should be 720 pixels tall by 1280 pixels wide.
2. Artwork must be saved using RGB (red, green & blue) with a resolution of 300 dpi.
3. Importable static file formats include: BMP, JPG, PSD, EPS, and TIF

CONTENT CONSIDERATIONS

1. Text - Text messages should be concise, appear in bold, highly legible fonts and move into and out of the viewing area in a quick, attention-grabbing fashion. Min size 40
2. Backgrounds - Vivid, high-quality logos, images and text should appear in front of a contrasting background.
3. Logos - Predominantly white backgrounds should be avoided, as they tend to be so bright as to wash out the accompanying logos/images/message.
4. Layers - Wide (horizontally designed) logos are more effective than tall (vertically designed) logos on fascia displays. When only a tall logo is available, it may have to scroll vertically through the display, with the logo never appearing in its entirety at any one time on the display.
5. Layers - The use of multiple overlapping layers and 3-dimensional logos or text add depth and interest to content.

All Video Board materials are due by May 8, 2015

CONTENT RESTRICTIONS

Because the Salesmanship Club Charitable Golf of Dallas is a 501(c)(3) nonprofit organization, we are required to maintain certain organizational policies regarding sponsor acknowledgements. To maintain the integrity of our nonprofit status, we have put the following organizational policies in place for Daily Pairings Guide acknowledgements and displays on Tournament video boards:

1. The acknowledgement/display cannot solicit direct sales for a product (i.e. listing a specific price point), cannot contain competitive claims (better than, affordable, etc.), cannot contain puffery (we're the best), cannot refer to the quality of the product, and cannot contain language inducing the purchase of the sponsor's product.
2. The acknowledgement/display should be "value neutral."
3. The acknowledgement/display cannot provide a link to a product page on a website, but can provide a link to a corporate home page as long as the sponsor's products are not detailed on the home page.
4. The acknowledgement/display cannot receive substantial return benefit. To ensure adherence to these content restrictions, all acknowledgement/video board display materials should be submitted to the AT&T Byron Nelson office for review. The Tournament encourages sponsors to include language in their acknowledgement/display that refers to sponsor's support for the AT&T Byron Nelson and/or Salesmanship Club of Dallas. If the sponsor has questions about whether the acknowledgement/display meets these criteria, please contact Kyle Bartlett at (214) 944-5729.

COPY AND CONTRACT REGULATIONS AND TERMS

The publisher reserves the right to reject any Daily Pairings Guide acknowledgements/video board displays or to request alteration in content prior to production. Daily Pairings Guide acknowledgements/video board displays are accepted and displayed upon the representation and agreement that the sponsor is authorized to display the entire content and subject matter thereof. The sponsor will indemnify and save the displayer harmless from and against any damage, claim, loss or expense resulting from claims or suits based upon contents or subject matter of the Daily Pairings Guide acknowledgement/video board display submitted, including but not limited to claims or suits for libel, violation of rights of privacy, plagiarism, copyright, trademark, and patent infringement. It is understood that this order is subject to the Daily Pairings Guide acknowledgement/video board display rates and mechanical specifications itemized above from which there will be no deviation. Payment will be made to the Salesmanship Club Charitable Golf of Dallas at its offices in Dallas, Texas, upon receipt of invoice. This contract is the only agreement between the two parties. This contract is subject to cancellation by written notice 30 days prior to production. No person has the power to make contracts at prices other than those stated herein. In the event the copy is not received by the closing date as noted on the front of this form, the publication of the name and address of the sponsor will be considered in compliance with the terms of our agreement. Sponsor will bear cost for any alterations to submitted materials. Exclusively provided by and benefiting Salesmanship Club Charitable Golf of Dallas.

The Tournament's official name (AT&T Byron Nelson) and logo may not be altered in any way.