



The PIGSKIN PREVIEW

All photos in full color!!!

Our Organization ...

The Printers, Inc. is a commercial printing and publishing company with editing, writing, design, and sales staff. We publish a variety of full color magazines. Our goal is to make the *North Dakota Pigskin Preview* a high quality and timely preview of North Dakota football.

Pigskin Preview Stats...

The *North Dakota Pigskin Preview* is your guide to all football teams in North Dakota for the upcoming season. This includes all high school and college football teams.

The size of the book is 8 1/4" by 10 3/4" and is approximately 300 pages in length. The book displays a colorful cover and color pictures of players, teams and coaches.

The *North Dakota Pigskin Preview* is printed and distributed prior to the start of the football season each year — generally the first week in August.

The *North Dakota Pigskin Preview* is distributed, free of charge, to all the high schools, through the football coach. Every advertiser gets a complimentary copy.

We advertise the *North Dakota Pigskin Preview* through radio and newspapers for sale to the public.

The *North Dakota Pigskin Preview* is sold through Scheels Sporting Goods in Bismarck and Fargo. Also some of our advertisers sell the books in their stores, mainly the convenience stores.

The benefit to advertising in the *North Dakota Pigskin Preview* is statewide exposure for your company, especially in the rural areas of North Dakota.

Pigskin Preview Contents ...

The *North Dakota Pigskin Preview* is an annual statistical book portraying the football programs, players, coaches and schools in the state of North Dakota. All high school class AAA, AA, A, 9-man, and college football teams will be represented in the book.

Head coaches and/or sports information departments are solicited to supply the following information:

1. Their commentary concerning their perceived strengths and weaknesses of their team as it relates to the upcoming season.
2. Their top returning prospects. Information requested includes player names, year in school, height, weight, position and any individual honors received last year.
3. Individual photographs of top returning prospects.
4. Team photographs.
5. Coach photographs.
6. A list of all-conference, all-region, all-district, all-state and all-American players from last season.
7. Individual statistical leaders from last year. This includes any graduated and/or non-returning players.
8. Prior year results.
9. Their personal predictions and forecasts for the upcoming year.

Our editors contribute additional articles and various media outlets (print, radio, television, internet) are scanned for pertinent and applicable information and stories. Requests are made to reprint previously published articles.

All matters will be taken into consideration when developing story lines so as to not purposely offend any individual and/or football program.