

# Michigan State Youth Soccer Association Press Release



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## FOR IMMEDIATE RELEASE



### 2018 Michigan Soccer Tryout Guide Ad Store Opens!

**February 19, 2018 (Plymouth, MI)** – The Michigan State Youth Soccer Association, along with Pearl Street Consulting are pleased to announce that it is launching the 2018 edition of the Michigan Soccer Tryout Guide, which will be mailed out in May 2018. The 'Michigan Soccer Magazine' is the official publication of the Michigan State Youth Soccer Association. It is produced bi-annually and sent to registered players and coaches (current circulation: 60,000 households).

By advertising in the Michigan Soccer Magazine, your organization/company will be able to reach a wide range of individuals in the State of Michigan. We encourage you to publicize your tryout information, tournament, camp and more with the Michigan Soccer Tryout Edition! Readers will be able to view club tryout information, Coaching Education Articles, Tournaments in your area and much more! Visit the [Ad Store](#) now! Order early! [Ad store](#) prices increase 10% on March 26, 2018! The Michigan Soccer Tryout Guide [Ad Store](#) will close on April 2, 2018. All ads and payments must be received by April 2, 2018 for inclusion in this publication.

To promote this exciting new media publication among our members, MSYSA will be utilizing our website ([www.michiganyouthsoccer.org](http://www.michiganyouthsoccer.org)) and social media platforms to promote traffic to the electronic magazine (eZine) and mobile app (Apple and Android). Currently, the MSYSA website has 575,660 page views for a 12 month period. 64.4% are returning visitors and 35.6% are new visitors. MSYSA's website, [www.michiganyouthsoccer.org](http://www.michiganyouthsoccer.org), reaches 1,577 page views a day. The Michigan Soccer Tryout Guide eZine will be launched prior to the mailing of the printed publication.

Ad Size	Standard Dimensions	Oversized Dimensions	Cost (Standard Ad)	Cost (Oversized Ad)	Cost (eZine Upgrade)	Mobile App (Upgrade)
Full Page (Color)	7 x 9.75	8x10.75 + .125 Bleed	\$1,135	Add \$100	\$250	\$250
Two Page Spread (Color)	14 x 9.75	16 x 10.75 + .125 Bleed	\$2,200	Add \$187	\$350	\$350
Multipage (Per Page) (Color)	7 x 9.75	8 x 10.75 + .125 Bleed	\$1,100	Add \$93.50	First Page - \$350, \$100 for additional pages over 2	\$350
½ Page (Color)	7 x 4.75	N/A	\$750	N/A	\$150	\$150
Inside Front Cover (Color)	7 x 9.75	8 x 10.75 + .125 Bleed	\$3,000	Included	Included	Included
Inside Back Cover (Color)	7 x 9.75	8 x 10.75 + .125 Bleed	\$2,500	Included	Included	Included
Back Cover (Color)	7 x 9.75	8 x 10.75 + .125 Bleed	\$4,000	Included	Included	Included
Center Spread (Color)	14 x 9.75	16 x 10.75 + .125 Bleed	\$3,500	Included	Included	Included



<b>Full Page (Black &amp; White)</b>	7 x 9.75	8 x 10.75 + .125 Bleed	\$765	Add \$100	\$250	\$250
<b>Multi Page (Per Page) (Black &amp; White)</b>	7 x 9.75	8 x 10.76 + .125 Bleed	\$715	Add \$93.50	First Page - \$350, \$100 for additional pages over 2	\$350
<b>½ Page (Black &amp; White)</b>	7 x 4.75	N/A	\$575	N/A	\$150	\$150

To [advertise](#) in the upcoming publication, visit the MSYSA Ad Store at <http://misoccermag.com/ads/> after February 19, 2018. Please ensure that all advertisements are submitted in accordance with the appropriate guidelines as mentioned above or additional charges may apply. For guidelines and support please visit the MSYSA Ad Store support page at <http://misoccermag.com/support> or call support Monday through Friday 9am-5pm at 734-217-4855.

**Don't Forget!** MSYSA offers *ad upgrades* to the eZine and mobile app to provide our members with readily available information via smartphones, tablets, and more! As an advertiser of the Michigan Soccer Tryout Guide, you will now have the option to purchase [advertisements](#) in the Michigan Soccer Tryout Guide eZine and mobile app! Only those advertisers who purchase an 'upsell' advertisements will have their ad appear in the eZine and mobile app!

**Mobile Ads Update** Please attempt to submit artwork for mobile app advertisements in .JPG or .PNG format and ideally, advertisements in the mobile app shouldn't require a lot of text so they are more visual and can include a website URL to the club website. Images will be formatted to be 640px wide or 1280px wide for an ideal rendering on mobile and tablet devices.

**NEW!** Advertisers that may need to modify their advertisement(s) can do so by purchasing the Mobile Upgrade in the ad store in the month of May only. Modified ads must be submitted by each Friday in the month of May, through the ad store, and must have the revised artwork and payment of \$125 submitted. The mobile app will be adjusted with the updated artwork and a push notification will be disseminated once all artwork modifications are finalized by the end of that weekend. The cost to modify your advertisement in the mobile app is \$125 per occurrence.

**NOTE:** Pursuant to MSYSA Director's Academy Rule 7.A, "All clubs must advertise/publicize their tryouts in the Michigan Soccer magazine for any/all teams that desire to participate in the DA. Additionally, per MSYSA Rule 3.4, Section A-8, "All tryouts for teams for the MSPSP must be announced in the Michigan Soccer Publication." Advertisements for club tryouts, tournaments, and camps in the Michigan Soccer Magazine may not include logos or references to competing organizations of MSYSA such as US Club Soccer, AYSO, SAY, Super Y, ENCL, US Soccer Academy, etc. Advertisements may be edited for content by MSYSA at any time for any reason with or without notice. Advertisers are permitted to announce age groups younger than Under-11.

Additionally, commencing with the 2018 MSYSA Tryout Date, all team, club and league try-out advertisements must advertise **CALENDAR BIRTH YEAR** tryouts. (E.g., Birth Year 2006 (U13), Birth Year 2005 (U14), etc.). MSYSA has posted a template ad that follows this guidance on the MSYSA website and the MSYSA Ad Store.

**Order early! [Ad store](#) prices increase 10% on March 26, 2018! The Michigan Soccer Tryout Guide [Ad Store](#) will close on April 2, 2018. All ads and payments must be received by April 2, 2018 for inclusion in this publication.**

**About the Michigan State Youth Soccer Association** The Michigan State Youth Soccer Association, Inc. (MSYSA) is a nonprofit organization that represents over 90,000 youth soccer players, 12,000+ coaches, and 10,000+ referees throughout the state of Michigan. MSYSA consists of a vast number of leagues who register players (boys and girls) from ages of 4 through 19 throughout the state. MSYSA is a member of the United States Youth Soccer Association (USYSA) and the official representative of the United States Soccer Federation (USSF) for the State of Michigan. For more information on MSYSA, please visit [www.michiganyouthsoccer.org](http://www.michiganyouthsoccer.org).

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