

Advertising Information for the United States Adult Soccer Association (USASA)

Various packages are available to market your company or soccer club to the hundreds of thousands of players, coaches, and fans who use the official USASA web site (USASA.com) and participate in USASA events.

USASA Midyear Meeting and Workshops Publication and USASA National Cups Finals Program

Circulation: 400 - 800
(Includes adult players, coaches and administrators across the country).

Frequency: Once a year

Deadlines: Advertising Reservation and Ad Copy Deadline is 30 days prior to publication

Rates:

Size	Price
Full Page 4 Color:	\$750
Full Page:	\$300
1/2 Page:	\$175
1/4 Page:	\$100

Please Note: Add \$75.00 for full page bleed ads (only available on full page ads).

Dimensions: The publication is a magazine-format publication, printed on high-bright news print.

Ad sizes listed are for Live Area

Full Page Bleed*: 8.0" wide x 10.75" tall

Full Page: 7.0" wide x 10.25" tall

1/2 Page: 7.0" wide x 4.75" tall

1/4 page: 4.5" wide x 4.75" tall

1/8 Page: 4.5" wide x 3.0" tall

*Allow .25" inch bleed on each side, top and bottom for full page bleed ads.

Please Note: Any ad re-size will be charged \$25.00.

If sending an Ad Electronically...

Send as a jpg file for the PC or an Adobe Acrobat PDF file for the PC
Electronic files may be emailed to swalker@usasa.com if less than 1 mgb. If file is larger than 1 mgb, the email will be automatically sent back. Please then send the ad copy on a CD. If you would like the disk to be returned to you, please provide a Fed Ex (or similar) prepaid shipping label. Disk will not be returned without prepaid shipping label.

Contact: To place an advertisement, call Stephanie Walker at 1-317-541-8564, or email to: swalker@usasa.com.

Online Sponsorships/Banner Advertising

You can market your company to the hundreds of thousands of players, coaches and administrators who visit the official USASA (USASA.org) web page. For more information, please contact USASA at 317-541-8564 or by e-mail to swalker@usasa.com.

Banner Advertising; *Cost: \$200.00 per month**

Includes:

- 250 (width) x 35 (width) pixel banner (still or animated) similar to sample below.
- Your ad banner placed at the top of the of the USASA web page.
- Link to your company's web page or e-mail address.
- Complete, detailed site statistics for the duration that your advertising banner runs on the site.
**Price of online advertising does not include production of actual banner.*

Sample banner:



LinkText Advertising; Cost: \$75.00 per month
(Great for Announcements!)

Includes:

- Text link on the front page of the USASA web site, which will link to your ad information.
- Ad information placed on an inside page of the USASA web page.
- Complete, detailed site statistics for the duration that your advertising banner runs on the site.
- Publication Advertising

USASA Sponsorships

Packages can be created to partner your company as a sponsor/supporter of the United States Adult Soccer Association. For more information, please contact Stephanie Walker at 1-317-541-8564, or email to: swalker@usasa.com.