

**REACH OVER 232,000 SOCCER ENTHUSIASTS IN NORTHERN CALIFORNIA**

**PUBLICATION DEADLINES & RATES**

**All-Player Issues**

| Issue     | Space Deadline | Ad Deadline |           |           |
|-----------|----------------|-------------|-----------|-----------|
| February  | Jan 5          | Jan 12      |           |           |
| August    | June 29        | July 6      |           |           |
|           |                | <b>1x</b>   | <b>3x</b> | <b>4x</b> |
| Full page |                | \$2668      | \$2636    | \$2402    |
| 1/2 page  |                | \$1521      | \$1443    | \$1371    |
| 1/4 page  |                | \$1066      | \$1013    | \$ 945    |
| 1/8 page  |                | \$ 700      | \$ 649    | \$ 579    |

**Coaches Issues**

| Issue     | Space Deadline | Ad Deadline |           |           |
|-----------|----------------|-------------|-----------|-----------|
| May       | March 30       | April 6     |           |           |
| November  | Sept 28        | Oct 5       |           |           |
|           |                | <b>1x</b>   | <b>3x</b> | <b>4x</b> |
| Full page |                | \$1139      | \$ 990    | \$ 852    |
| 1/2 page  |                | \$ 649      | \$ 550    | \$ 491    |
| 1/4 page  |                | \$ 464      | \$ 399    | \$ 348    |
| 1/8 page  |                | \$ 284      | \$ 255    | \$ 214    |

• For color, add these prices to the rates above (All-Player & Coaches issues):  
one color (magenta or cyan + black) \$176 • four color (process) \$315

**MECHANICAL REQUIREMENTS**

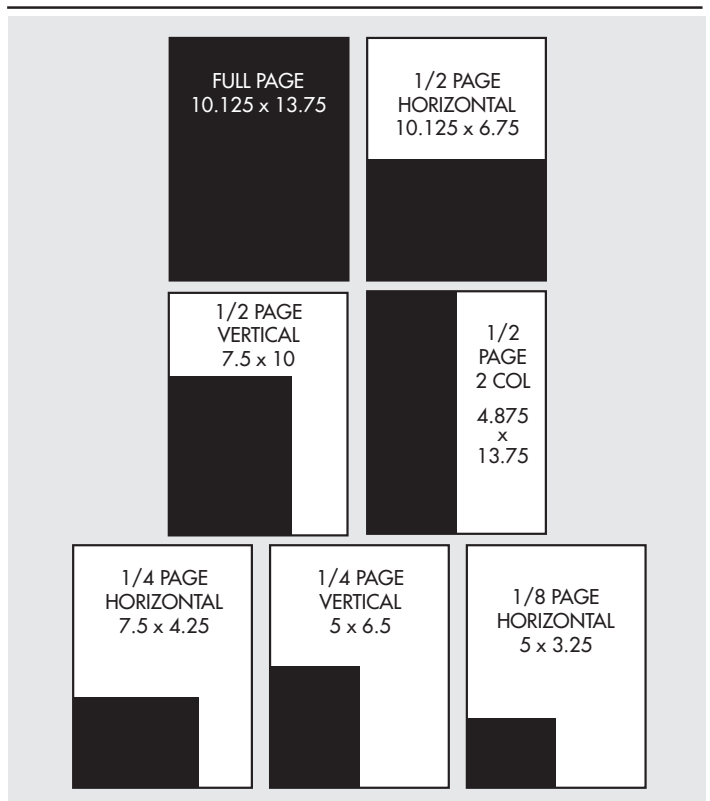
- Color ads must be in CMYK, not RGB. Provide color proof.
- Do not submit B&W ads with color graphics or type.
- Ads must be provided with the proper dimensions. (see ad sizes, right)
- Graphics may not be lower than 170 dpi.
- Digital ad type preferred: **PDF file, minimum of 300 dpi**
- Convert all fonts to paths or outlines, or use universal fonts and supply font suitcase & printer font with ad.
- Embed all graphics or supply all native files with ad submission.
- Ad copy must be on disk or sent via e-mail, no negatives.
- Refer to **"Digital Advertising Materials"** page for more detailed information and other types of ad files we accept.
- Xerox copies and faxes are not acceptable.

**Ads that do not meet these requirements will be sent back to advertiser and a new, correct ad must be provided again.**

**DESIGN SERVICES**

All work will be done at the rate of \$75 per hour. This rate includes three scans. Any additional scans will be \$35 per scan. One time to make revisions free of charge— We will fax or email one proof for your review. Minimal revisions can be made at this time and only by the deadline indicated on your fax. It's your responsibility to proof your ad. Failure to contact us by the scheduled deadline does not constitute non-performance by Varsity and a credit cannot be issued for corrections not communicated to Varsity. Changes past the deadline will be subject to an hourly rate of \$75 with a one-hour minimum charge. Extensive revisions—Second-round revisions or a brand new concept after the initial proof will be charged at \$75 per hour with a one-hour minimum charge.

**AD SIZES** (Inches: width by height)



**FOR MORE INFORMATION, CONTACT VARSITY COMMUNICATIONS**

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