



New Mexico
SOCCER NEWS



2007 RATE CARD



REACH OVER 19,000 SOCCER ENTHUSIASTS IN NEW MEXICO

PUBLICATION DEADLINES

| Issue | Space Deadline | Ad Deadline |
|---------|----------------|--------------|
| January | Nov 20, 2006 | Nov 27, 2006 |
| April | Feb 15 | Feb 22 |
| July | May 18 | May 25 |
| October | Aug 17 | Aug 24 |

AD RATES

| | 1x | 4x |
|---------------|-------|-------|
| Full page | \$875 | \$830 |
| 1/2 page | \$515 | \$490 |
| 1/4 page | \$260 | \$240 |
| Business Card | \$130 | \$125 |

Color: Add \$250 to the above rates.
 Full page bleed ad format now available on request:
 bleed size 8.5" (w) x 10.25" (h)
 trim size 8.25" (w) x 10" (h)
 live size 7.75" (w) x 9.5" (h)

Typical Newsletter Content • Feature articles • From the President • From the Director of Coaching • Clinics and camps • Training opportunities • Application & nomination forms • Tournament information • Region IV News • Web site update • Board Member reports • Masthead • News & Notes • Sponsor information • Advertising • NMYSA calendar

ELECTRONIC AD COPY GUIDELINES

- All advertising material must be submitted electronically (either by email attachment or by mail delivered on diskette / CD / Zip disk, etc.
- Please provide high-quality digital artwork, as final production is at 300-600 dpi. Continuous tone material should be provided at no less than 300 dpi without any screen. Line art should be provided at no less than 600 dpi. Where color artwork is provided, please save the color data in CMYK rather than RGB format.
- Preferred image file formats: tif — uncompressed, jpg/jpeg — with minimal compression, psd — Adobe Photoshop file, Adobe Illustrator (*.ai), bmp, pcx, gif, etc. — raster image file is ok, at 300 dpi.
- For combined text and graphics: pub — Microsoft Publisher file, ppt — Microsoft PowerPoint file, sig — Print Shop file — must save all component graphics in main file (or include separately) — don't 'fast save'
- For text-only copy: Please specify/provide any unusual fonts that must be matched.
- For complete information on the URL 'hot link' on NMYSA's web-site, including adding your banner, etc. — please refer to our 'Hot Link' page.

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)

| | | |
|---|--|--|
| FULL PAGE 7.75 x 9.25 | 1/2 PAGE HORIZONTAL 7.75 x 4.625 | 1/2 PAGE VERT 3.875 x 9.25 |
| 1/4 PAGE HORIZONTAL 7.75 x 2.3125 | 1/4 PAGE VERTICAL 3.875 X 4.625 | BUSINESS CARD 3.875 x 2.3125 |

FOR MORE INFORMATION, CONTACT VARSITY COMMUNICATIONS

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