

REACH OVER 80,000 SOCCER ENTHUSIASTS IN NORTHERN CALIFORNIA

Space and Digital Ad Deadlines

Production Schedule for 2012 (subject to change)

Issue	Space	Digital	Street Date
March 2012	March 9	March 16	March 30
April 2012	April 9	April 16	May 1
May 2012	May 11	May 18	June 1
June 2012	June 8	June 15	June 29
July 2012	July 11	July 15	August 1
August 2012	August 10	August 17	August 31
September 2012	September 10	September 17	October 1
October 2012	October 11	October 18	November 1
November 2012	November 9	November 16	November 30

E-Newsletter/Main Page Ads

E-Newsletter/Main Page ads are delivered to the recipients' email address. These ads also stay on the Main Page (a permanent version of the E-Newsletter). E-Newsletter/Main Page ads should be in .jpg or .gif format and may **not** be animated. (see sizing below)

E-Newsletter/Main Page ad sizes:

- Enews Large • 120 pixels by 330 pixels • \$1,400
- Enews Small • 120 pixels by 160 pixels • \$750

Landing Page Ads

Landing Page Ads stay with the story permanently, longer stories may have up to 2 to 4 ads on them. All Story Page ads should be in .jpg, .gif or .swf (Flash) format and may be animated. (see sizing below)

Landing Page ad sizes:

- Landing Page Large • 300 pixels by 250 pixels • \$375
- Landing Page Small • 300 pixels by 120 pixels • \$200

<p>E-Newsletter Main Page Large W: 120 px H: 330 px</p>	<p>E-Newsletter Main Page Small W: 120 px H: 160 px</p>	<p>Landing Page Large W: 300 px H: 250 px</p>	<p>Landing Page Small W: 300 px H: 120 px</p>
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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 email one proof for your review. Minimal revisions can be made at this time and only by the deadline indicated. 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.



For more information please contact

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