

REACH 30,000 SOCCER ENTHUSIASTS IN SOUTH TEXAS

Space and Digital Deadlines

Issue	Space	Digital	Street
March	2/22	3/1	3/15
June	5/25	6/1	6/15
Sept.	8/4	8/31	9/15

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 ad sizes:

- E-News/Main Page Large HBanner • 600 pixels by 85 pixels • \$850
- E-News/Main Page Small HBanner • 450 pixels by 65 pixels • \$550
- E-News/Main Page Small VBanner • 120 pixels by 160 pixels • \$500
- E-News/Main Page Large VBanner • 120 pixels by 330 pixels • \$800

Landing Page Ads

Landing Page Ads stay with the story permanently, longer stories may have up to 2 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 Box • 300 pixels by 250 pixels • \$170

Ads that do not meet these requirements will not be accepted and a new, correct ad must be provided again.

E-Newsletter Main Page Large HBanner
W: 600 px
H: 85 px

E-Newsletter Main Page Small HBanner
W: 450 px
H: 65 px

E-Newsletter Main Page Large VBanner
W: 120 px
H: 330 px

E-Newsletter Main Page Small VBanner
W: 120 px
H: 160 px

Landing Page Large
W: 300 px H: 250 px

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.



The screenshot shows a newsletter layout for 'STYSA SHOOTOUT e-news VOL. 1 • ISSUE 3'. It features a main headline about the IYSA State Cup preliminary rounds, followed by sections for 'EXECUTIVE DIRECTOR MESSAGE', 'COACHES CORNER', 'MEMBER SERVICES', 'ADDITIONAL NEWS', and 'EVENTS'. There are also sidebars with 'IN THIS ISSUE' and 'LET'S FIFAO!' sections. At the bottom, there are logos for sponsors like adidas, KOHL'S, and SPORTS PATH.

For more information please contact

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