



TOUCHLINE VIRGINIA

No other publication can deliver your message to soccer moms, soccer dads, soccer players, soccer coaches and soccer administrators. The digital Touchline is all about soccer, and it is delivered only to readers with a keen personal interest in the game.

2012 Media Planner

Reach 140,000 registered players plus parents, coaches and administrators of the Virginia Youth Soccer Association with the innovative Touchline. The digital magazine is far more than pages to flip through. Your ad can include video, hyperlinks and social media links so our reader can get directly to your product.

The VYSA Touchline is not a static Web site that sits around waiting for people to visit. The digital magazine is e-mailed directly to readers and its lively and interactive format is a unique reader experience. But we don't stop there. During the two-month cycle of the publication we e-mail updates to readers, reminding them of interesting articles and important information in the magazine, so the publication - and your message - can never be thrown away or misplaced.

The digital Touchline is available where ever our reader is, with formats that make it accessible on a computer, tablet or smartphone.

**THE TOUCHLINE IS PRODUCED BY SPORTS PUBLISHING INTERNATIONAL
FOR THE VIRGINIA YOUTH SOCCER ASSOCIATION
WWW.SPI-DIGITAL.COM**



TOUCHLINE

VIRGINIA

Added Value

- Two-page spread and full-page ads can include embedded video at no additional charge. Turn your Touchline ad into a commercial. The video automatically begins playing when the reader lands on your page.
- All full-screen (two-page spread) ads get placement before the Table of Contents.
- All URLs in your ad are hyperlinked directly to your Web site, email address or anywhere you want.

2012 Publication Schedule

VYSA Convention Issue

The annual VYSA Convention is in Richmond this year. Advertisers who are also vendors at the convention get a special listing.

Space close date: Dec. 19

Materials due date: Dec. 22

Release date: Jan. 3

Summer Camp Issue

Everything you need to know about attending and preparing for summer soccer camp. Advertisers get editorial mention of camp highlights and amenities.

Space close date: February 28

Materials due date: March 1

Release date: March 9

The Great Summer Issue

School's out and now you have the whole summer to work on your game. We offer tips on training, nutrition and getting ready for your week at camp.

Space close date: May 16

Materials due date: May 21

Release date: June 1

Back to School/Back to Soccer

Gearing up for the fall season.

Space close date: August 15

Materials due date: August 20

Release date: September 1



Full Screen (Two-Page Spread)

Size: 16-by-10.5 inches or 4800-by-3150 pixels
Spread ads go before the Table of Contents page, so readers will have to land on your pages.

Price: \$1,250

Half Screen (Full Page)

Size: 8-by-10.5 inches

Price: \$750

Quarter Screen (Half-Page)

Size: 4-by-10.5 inches

Price: \$450

Two-Page Strip

Size: 16-by-2 inches

Price: \$375

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Special Advertising Sections

Touchline Tournament Directory

Touchline Tournament Directory

Size: 2 inches wide by 2.5 inches high.

Spaces are sold individually or in groups of two, three or four

Price: \$100 for a single space

\$180 for a double space

\$260 for a triple space

\$340 for a quadruple space

Ads link directly to Web sites, YouTube video, Facebook page or anywhere you want.

Touchline Camp Directory

Touchline Camp Directory

Size: 2 inches wide by 2.5 inches high.

Spaces are sold individually or in groups of two, three or four

Price: \$100 for a single space

\$180 for a double space

\$260 for a triple space

\$340 for a quadruple space

Ads link directly to Web sites, YouTube video, Facebook page or anywhere you want.

Production Specs

Please send PDF formatted ads with high resolution (300 dpi) images, and all fonts and links embedded.

Ads: Materials can be sent via e-mail if the file size is small enough (typically under 6 MB) to production@spi-digital.com. If the files are too large, they can be uploaded to our FTP site. Please request the Touchline's FTP credentials from your account executive. If you have an FTP site, we can download materials from it with your credentials.

Video: Video in Touchline ads is overlaid by us. Video must be .flv or .swf format. If you have a video posted on YouTube that you wish to use, we can download it. Your ad will need to be designed with space to overlay the video. There are no size restrictions, however, we find 2.5 inches by 4 inches on a half screen ad (full page) is sufficient. Video in full screen (two-page spread) ads could be slightly larger. The video begins playing automatically when the reader lands on your page, but it also contains controls so the reader can replay it without leaving the page.

Proofs: When your ad is ready we will send you a link so you can proof it.