



WHY ADVERTISE WITH USASA

- The USA's largest division of organized soccer at adult level
- Located in every state, the USASA has an expansive soccer market-reach in age, gender and ethnic target groups.
- Our membership base is engaged and active on our web-site and social media.
- 260,000 Players, 60 Membership Organizations and 500+ Leagues
- Constant pool of new members joining and participating

WEB ADVERTISING GUIDELINES

- To check availability or make an advertisement reservation, contact the USASA office at 708.496.6870 or email at advertising@usasa.com.
- When submitting your WEB advertisements to USASA, images must be RGB format .jpg, .gif, or .png files, saved at 72 dpi. 305 pixels wide by 215 pixels high. Preferred image file size is 100kb.
- Specify the URL that the advertisement will link to.
- All content must be received 5 days prior to advertising launch date.
- USASA reserves the right to request alternative phrasing/imagery.

EMAIL NEWSLETTER ADVERTISING GUIDELINES

- Same specifications as WEB Advertising Guidelines with image size difference restricted to 250 pixels wide by 215 pixels high.
- Up to 125 words included within body of newsletter with URL link.

ONLINE RATES	
Placement	Price
Web Ad	\$600/month
Email Newsletter	\$400/per mailing
Web Ad + Email Newsletter	\$800/per month and mailing
<i>*For advertising durations more than three months call USASA for discount.</i>	

PRINT ADVERTISING GUIDELINES

- For inclusion in the USASA MidYear Meeting and Workshops publication, Hall of Fame Program or/and the USASA National Cups Finals Program.
- **Dimensions:** The publication is a magazine-format publication, printed on high-bright news print.

Ad sizes listed are for Live Area

Full Page Bleed*:	8.0" wide x 10.75" tall
Full Page:	7.0" wide x 10.25" tall
1/2 Page:	7.0" wide x 4.75" tall
1/4 page:	4.5" wide x 4.75" tall
1/8 Page:	4.5" wide x 3.0" tall

*Allow .25" inch bleed on each side, top and bottom for full page bleed ads.

- Send final file as a high res Adobe Acrobat PDF file. Large files should be sent via "Send This File" (<http://www.sendthisfile.com>) to communications@usasa.com or mailed on CD. If you would like the disk to be returned to you, please provide a Fed Ex (or similar) prepaid shipping label.

Disk will not be returned without prepaid shipping label.

If you would like us to design the advertisement for you please contact us at 708.496.6870. There may be additional design costs applied.

Advertising Reservation and Ad Copy Deadline is 30 days prior to publication.

Add \$75.00 for full page bleed ads (only available on full page ads).

PRINT RATES	
Size	Price
Full Page 4 Color:	\$750
Full Page:	\$300
1/2 Page:	\$175
1/4 Page:	\$100

All rates subject to change during the year. Call 708.496.6870 or email advertising@usasa.com to confirm current rate.

WEB ADVERTISING: USASA.COM

Contact Us | FAQs | Select Language | search usasa.com

SOCCER - YOUR GAME FOR LIFE

Home About Events Services News Resources

COACHING EDUCATION \$1,000 FOR STATE ASSOCIATIONS & LEAGUES

USASA National Coaching License
NEW INITIATIVE!

Veterans Cup 2013
After one of the most successful Veterans Cups in USASA history, we're excited to announce the Cup ... [read more...]

Centennial Cups
In celebration of US Soccer's centennial celebration this upcoming year, USASA will hold four ... [read more...]

National Women's Championships
US Adult Soccer is excited to announce the inaugural National Women's Championships, which will ...

USASA National Coaching License
The USASA is excited to announce a new initiative to promote our national coaching license to all ...

2012 National Cup Finals Streaming On Demand Video
FOX SOCCER

BECOME AN USASA MEMBER

SHOP for Soccer Merchandise

Headlines Twitter

- Remembering Mike Ryan
- 2012 Midyear Meeting Recap
- 2012 Lifetime Achievement Awards

EMAIL NEWSLETTER ADVERTISING

UNITED STATES ADULT SOCCER ASSOCIATION

The official newsletter of the U.S. Adult Soccer Association

SOCCER - YOUR GAME FOR LIFE

www.usasa.com

In This Issue

- 2012 Midyear Meeting
- Lifetime Achievement Awards
- 2012 Hall of Fame Inductees
- New and Upcoming Tournaments
- National Coaching License Promotion

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2012 USASA Midyear Meeting

The 2012 USASA Midyear Meeting held October 5-7 at the Hyatt Regency O'Hare near