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Website: www.michiganyouthsoccer.org E-mail: stateoffice@michiganyouthsoccer.org

November 7, 2011

To: Past MSYSA Camp & Tournament Guide Advertisers

From: Tom Faro, MSYSA Executive Director
Re: 2012 MSYSA Camp & Tournament Guide

Dear Advertiser:

The Michigan State Youth Soccer Association is pleased to announce that it is launching an internet-based (*eZine*) edition of the Michigan Soccer Camp and Tournament Guide, which will be rolled out in February 2012. The eZine is an advanced *rich media* website that provides numerous benefits to our advertisers. This platform will allow your organization/company to embed video as well as standard links to your organization or company's website and social media channels within your digital advertisements. All ads will be published online in full color at no additional charge.

MSYSA is excited to be working with Grand River Printing to provide our membership with this interactive magazine where readers can watch video, view website content and listen to audio instantly online. In addition, the eZine publication is compatible with most smartphones (including the iPhone and iPad) so that readers can view your marketing content from anywhere.

To promote this exciting new media publication among our members, we will be mailing an accompanying post-card directing our membership (of about 88,000 households) to the eZine edition of our magazine. We will also be utilizing our website (www.michiganyouthsoccer.org) and social media to promote traffic to the eZine.

To advertise in the upcoming publication, visit the MSYSA Ad Store at www.msysa-advertising.com after December 1st. Advertising rates for the eZine edition of the MSYSA Camp and Tournament Guide are: 1-Page, \$500; ½ - Page, \$400; and ¼ - Page, \$300. All ads will be published in full color for no additional charge. Video uploads are limited to 25MB and may be added to the full or half-page ads only. You may also provide up to 5 links per ad. For guidelines on uploading video, please visit the MSYSA Ad Store support page at http://msysa-advertising.com/support or call (734) 325-1647.

All ads must be submitted by February 1, 2012 for inclusion in this edition. The eZine will be published on Wednesday, February 15, 2012 and will be available for direct viewing at http://michigansoccermagazine.com.

MSYSA appreciates your dedication and commitment to youth soccer in Michigan. Should you have any questions or concerns, please feel free to contact Josh Sherman at isherman@michiganyouthsoccer.org or by calling 734-459-6220 x 207.

Sincerely,

Thomas K. Faro

MSYSA Executive Director

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