

Michigan State Youth Soccer Association Press Release



Contact: MSYSA, 734-459-6220
stateoffice@michiganyouthsoccer.org



FOR IMMEDIATE RELEASE

Michigan Soccer Camp & Tournament Guide Launches as an eZine

November 17, 2011 (Plymouth, MI) – 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 as well as providing immediate information to our members. This platform will allow organizations/companies 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 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 iPhone and iPad) so that readers can view your marketing content from anywhere.

To promote this exciting new media publication among our members, MSYSA 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>.

The Michigan State Youth Soccer Association, Inc. (MSYSA) is a nonprofit organization that represents over 88,000 youth soccer players, 12,000+ coaches, and 10,000+ referees throughout the state of Michigan. MSYSA consists of a vast number of leagues who register players (boys and girls) from ages of 4 through 19 throughout the state. MSYSA is a member of the United States Youth Soccer Association (USYSA) and the official representative of the United States Soccer Federation (USSF) for the State of Michigan. For more information on MSYSA, please visit www.michiganyouthsoccer.org.

www.michiganyouthsoccer.org

734-459-6220

[Facebook](#) [Twitter](#)