

Michigan State Youth Soccer Association Press Release



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



FOR IMMEDIATE RELEASE

Michigan Soccer Tryout Guide Launches

March 1, 2012 (Plymouth, MI) –The Michigan State Youth Soccer Association is pleased to announce that it is launching the 2012 edition of the Michigan Soccer Tryout Guide, which will be mailed out in May, 2012. The Michigan Soccer Magazine is the official publication of the Michigan State Youth Soccer Association. It is produced bi-annually and sent to all registered players and coaches (current circulation: 60,000 households).

MSYSA will be utilizing our website (www.michiganyouthsoccer.org) and other means of social media to promote traffic to the print publication of the Michigan Soccer Tryout Guide.

Please note that MSYSA will not permit any age group younger than U11 to be mentioned in tryout ads for the Michigan Soccer Magazine in any manner whatsoever. No dates, phone numbers, e-mails, coaches, website addresses, program descriptions, etc. can be listed in reference to the U10 and younger age groups. Ads for club tryouts, tournaments, and camps in the Michigan Soccer Magazine may not include logos or references to competing organizations of MSYSA such as US Club Soccer, AYSO, SAY, Super Y, ECNL, US Soccer Academy, etc. Ads may be edited for content by MSYSA at any time for any reason with or without notice.

In addition, per MSYSA Rule 3.4, Section A-8, "All tryouts for teams for the MSPSP must be announced in the Michigan Soccer Publication."

To advertise in the upcoming publication, visit the MSYSA Ad Store at www.msya-advertising.com after March 1st. Advertising rates for the Tryout Guide edition are: Multi Page (Black & White), \$950; Multi Page (Color), \$1,465; 1/8 Page (Black & White), \$395; ¼ Page (Black & White), \$495; ½ Page (Black & White), \$685; Full Page (Black & White), \$950; Full Page (Color), \$1,465; ½ Page (Color), \$925. Members of MSYSA are eligible for discounted rates. For guidelines on uploading PDFs, please visit the MSYSA Ad Store support page at <http://msya-advertising.com/support> or call (734) 325-1647.

All ads must be submitted by April 15, 2012 for inclusion in this edition. The Tryout Guide will be mailed on Friday, May 18, 2012.

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](#)