



MICHIGAN STATE YOUTH SOCCER ASSOCIATION

9401 General Drive, Suite 120 • Plymouth, MI 48170

(734) 459-6220 • Fax: (734) 459-6242

Website: www.michiganyouthsoccer.org

E-mail: stateoffice@michiganyouthsoccer.org

November 21, 2012

To: Past MSYSA Camp & Tournament Guide Advertisers
From: Tom Faro, MSYSA Executive Director
Re: 2013 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 2013. 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, MSYSA will be utilizing our website (www.michiganyouthsoccer.org) and social media to promote traffic to the eZine. Currently, the MSYSA website has 487,887 page views for a 12 month period. 62.75% are returning visitors and 37.25% are new visitors. MSYSA's website, www.michiganyouthsoccer.org, reaches 1,337 page views a day with 7,033 unique visitors per month.

The first edition of the 2012 Michigan Soccer Camp & Tournament Guide has over 47,000 views! If you'd like to view the first annual eZine edition of the Michigan Soccer Camp & Tournament Guide please [click here](#) or visit <http://michigansoccermagazine.com/archives/camp-and-tournament-2012.html>. For as little as \$300, your organization/company will be able to reach a wide range of individuals in the State of Michigan.

To advertise in the upcoming publication, visit the MSYSA Ad Store at www.msya-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://msya-advertising.com/support> or call (734) 325-1647.

MSYSA, along with Grand River Printing, is excited to now be offering advertising up-sells to the Michigan Soccer Tryout Guide. As an advertiser of the Michigan Soccer Camp & Tournament Guide, you will now have the option to purchase an advertisement in the Michigan Soccer Tryout Guide eZine at a discounted rate. Advertisers who purchase a Full Page Ad in the Camp & Tournament Guide are eligible to purchase an ad in the Tryout Guide for an additional \$300. Half Page Advertisers are eligible to advertising in the Tryout Guide for an additional \$200; and quarter page advertisers are eligible to advertise in the Tryout Guide for an additional \$100.

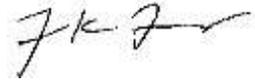
The Michigan Soccer Tryout Guide will launch in the Spring of 2013 along with the printed version of the Michigan Soccer Tryout Guide. The Michigan Soccer Tryout Guide (circulation of 60,000+ households in Michigan) will be accepting ads starting on March 1, 2013 through April 14, 2013. The magazine (print version) will be mailed in Mid-May of 2013.

All ads must be submitted by February 1, 2013 for inclusion in this edition. The eZine will be published on Wednesday, February 13, 2013 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 jsherman@michiganyouthsoccer.org or by calling 734-459-6220 x 207.

Sincerely,



Thomas K. Faro

MSYSA Executive Director

tfaro@michiganyouthsoccer.org

734-459-6220 x 205 (o) | 734-459-6242 (f)

