

# Michigan State Youth Soccer Association Press Release



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**FOR IMMEDIATE RELEASE**

## 2013 Michigan Soccer Tryout Guide Launches with New Advertising Features

**March 1, 2013 (Plymouth, MI)** – The Michigan State Youth Soccer Association is pleased to announce that it is launching the 2013 edition of the Michigan Soccer Tryout Guide, which will be mailed out in May 2013. 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 is excited to be working with American Litho (formerly Grand River Printing) to provide our membership with this publication. MSYSA will be utilizing our website ([www.michiganyouthsoccer.org](http://www.michiganyouthsoccer.org)) and other means of social media to promote traffic to the print publication of the Michigan Soccer Tryout Guide. 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](http://www.michiganyouthsoccer.org), reaches 1,337 page views a day with 7,033 unique visitors per month.

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. Advertisers are now permitted to announce age groups younger than U11 in the Michigan Soccer Tryout Guide.

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."

**NEW!** For the first time ever, MSYSA offered *upsells* to from the 2013 Camp & Tournament Guide to the 2013 Michigan Soccer Tryout Guide to provide our members with camp and tournament information. As an advertiser of the Michigan Soccer Tryout 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 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.

To advertise in the upcoming publication, visit the MSYSA Ad Store at [www.msypsa-advertising.com](http://www.msypsa-advertising.com) after March 1<sup>st</sup>. Advertising rates for the Tryout Guide edition are: **Inside Front Cover (Premium Space), \$3,000 (Upsell included); Back Cover (Premium Space), \$4,000 (Up sell included); Inside Back Cover (Premium Space), \$2,500 (Up sell Included); Center Spread (Premium Space) \$3,500 (Up sell included).** Full Page (Color), \$1,495 (\$300 Up Sell), Full Page (Black & White), \$995 (\$300 Up Sell), Half Page (Color), \$970 (\$200 Up Sell), Half Page (Black & White), \$735 (\$200 Up Sell), Quarter Page (Black & White), \$545 (\$100 Up Sell). Members of MSYSA are eligible for discounted rates. For guidelines on uploading PDFs, please visit the MSYSA Ad Store support page at <http://msypsa-advertising.com/support> or call (734) 325-1647.

All ads must be submitted by April 14, 2013 for inclusion in this edition. The Tryout Guide will be mailed on Friday, May 13, 2013.

The Michigan State Youth Soccer Association, Inc. (MSYSA) is a nonprofit organization that represents over 89,000+ 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](http://www.michiganyouthsoccer.org).