

Michigan State Youth Soccer Association Press Release



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



FOR IMMEDIATE RELEASE

Michigan Soccer Winter Edition Guide Ad Store Opens!

August 18, 2017 (Plymouth, MI) – The Michigan State Youth Soccer Association is pleased to announce the launching of its internet-based (*eZine*) edition of the Michigan Soccer Winter Guide, which will be rolled out in February 2018 through [Issuu](#). The eZine is an advanced *rich media* website that provides numerous benefits to our advertisers as well as providing immediate information to our members. **All ads will be published in full color at no additional charge.**

For as little as **\$15**, your organization/company will be able to reach a wide range of individuals in the State of Michigan. We encourage you to publicize your tournament, camp and more with the Michigan Soccer Winter Edition! Readers will be able to view #MiMoment Submissions, updates from the MSYSA Executive Director, Coaching Education Articles, Tournaments in your area and much more!

To promote this exciting new media publication among our members, MSYSA will be utilizing our newly designed website (www.michiganyouthsoccer.org) and social media platforms 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. **Each edition of the Michigan Soccer Winter Edition (eZine) has had over 47,000 views each year!** If you’d like to view the current eZine edition of the Michigan Soccer please [click here](#).

Michigan Soccer Winter Guide Advertising Pricing

Ad Size	Standard Dimensions	Oversized Dimensions	Cost (Standard Ad)
Multipage Ad (Each Page)	7 x 9.75	8 x 10.75 + .125 Bleed	\$100 (+\$15 per page of 3 or more)
Full Page Ad	7 x 9.75	8x10.75 + .125 Bleed	\$75
Half Page Ad	7 x 4.75	N/A	\$50
Quarter Page Ad	3.375 x 4.75	N/A	\$25
Website Link & Event/Company Title Only (No artwork)	N/A	N/A	\$15

To advertise in the upcoming publication, follow these steps: 1. [Reserve your ad space](#) 2. [Submit your artwork](#) 3. [Pay for your Order!](#)

[Visit the Ad Store Today and Reserve Your Ad Now!](#) (Ad Store Closes Jan. 29, 2018)

All ads must be submitted and paid by **January 29, 2018** for inclusion in this edition. The eZine will be published on February 2018 and will be available for direct viewing through the MSYSA website (www.michiganyouthsoccer.org), MSYSA Social Media Sites and MSYSA’s Issuu page!

About the Michigan State Youth Soccer Association The Michigan State Youth Soccer Association, Inc. (MSYSA) is a nonprofit organization that represents over 90,000 youth soccer players, 12,000+ coaches, and 6,000+ 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.

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