



FYSA Advertising Policy

Our goal is to provide a more direct way for our affiliates, coaches, administrators, and players to find offers for products and services that they may need or want. With coverage on state and local club news, upcoming events, rule changes and links to member and affiliate organizations, the website is frequently updated to keep the most, current up-to-date information available day and night to all members. The official Florida Youth Soccer Association website, www.fysa.com, is a valuable opportunity for advertisers to reach over 100,000 registered players and their parents and over 15,000 coaches and volunteers. The increased revenue will allow FYSA to deliver more and better services to our members. With approximately 100,000 visitors per month, the official FYSA web site can be a valuable tool for advertising, and we want to make the best possible use of this opportunity. Florida Youth Soccer offers a limited number of box and banner advertisements on select inside pages of the website. Discounts are applicable for member advertisements. For more information, please contact Jennifer Slattery at 407.852.6770 or email jslattery@fysa.com.

- Only official FYSA sponsors and partners shall be permitted on FYSA's home page and State Cup page.
- The content of all ads must be appropriate for youth and somehow related to soccer activities or healthy lifestyles.
- The Vice President of Administration and Communication and FYSA Director of Communications shall have editorial authority over any ads and may pull any ad at any time. The decision to pull will be appealable to the Executive Committee.
- All ad copy and graphics submitted shall become the property of FYSA.
- FYSA will not design any logo or ad content. All submissions must be in a format compatible with FYSA's web site (.jpg or .gif).
- From the ad, the advertiser can link to their own web site. FYSA shall reserve the right to edit any link and if found inappropriate, FYSA may remove the ad and/or link.
- No pop-up ads allowed on FYSA's web site.
- Ads placed by FYSA affiliates must link to a site that includes FYSA logo.

- An advertiser can choose any page except for the front page or State Cup pages, subject to approval by the Vice President of Administration and Communication and the FYSA Director of Communications.
- All fees must be paid in advance of placement and renewal shall be monthly, unless otherwise agreed upon in the initial contract.

Any violation of the above shall result in the immediate termination of the ad and forfeiture of all fees paid to FYSA.

Advertising on the Florida Youth Soccer Web Site:

	Size (in pixels)	1 Month	3 months	6 Months	12 Months
Inside Page Banner	575Wx70H	\$200	\$500	\$900	\$1500
Box Ad	149Wx75H	\$150	\$350	\$600	\$1000
Tournament listing (sanctioned only)		\$0	\$0	\$0	\$0
Tournament extended text		No option	\$125	\$225	\$400
Tournament extended text + logo		No option	\$175	\$325	\$600
Camps page*		\$150	\$350	\$600	\$1000
Tryouts page*		\$150	\$350	\$600	\$1000

***Will carry a disclaimer that FYSA does not endorse the advertisers nor attest to their product quality**

All Florida Youth Soccer Members receive a 25% discount. There is a **Multi-Media Format Discount** as well. Advertise on both the web site & in the E-newsletter and receive an additional 10% off the total bill.

If interested in placing web advertisements on the Florida Youth Soccer web site, please contact Jennifer Slattery at jslattery@fysa.com or call 407.852.6770, ext 24.

***Touchline* Publication**

While electronic media may be highly-convenient and accessible, there’s something to be said for the portability, reproducibility and longevity of printed materials. The *Touchline* publication is a tabloid-format newspaper that is produced bi-annually and delivered to over 40,000 homes. The two issues go directly into the homes of every competitive player, coach, manager and administrator throughout the state and is a great option for reaching the family market.

The *Touchline* publication offers a variety of advertising formats and pricing with applicable discounts for membership, multi-issue advertising, and multi-media advertising packages. For more information

on advertising with Florida Youth Soccer through the *Touchline* publication, contact Varsity Communications at 888.367.6420.

Mailing List Rental

Single-use mailing list rental is available at a rate of .15 per address with a minimum order of 5000 addresses. There is a discounted rate available for member clubs of .10 per address. To ensure the quality of advertising, Florida Youth Soccer retains the right to preview and approve any mailing to determine appropriateness for our audience. For more information on mailing list rental requirements, please contact Valerie Nieman, Lee & Associates (bonded mailhouse) at 800.364.0426 or valerie@leemedia.com.

Touchline Online E-Newsletter

Florida Youth Soccer has also begun producing a monthly electronic newsletter that is distributed to participating members. The newsletters will be archived on the website for easy access and future reference. Member families with a valid email address will automatically receive the Touchline Online e-news. There currently is an open registration link on the website for those who wish to be included on the distribution list. The Touchline Online e-news will feature only one primary sponsoring advertiser per issue. Cost for an ad banner is \$100 for 1 issue or \$300 for a quarter. Each Banner option can include a link to your company's web site. Only jpeg or gif picture files are accepted at this time. Discounts are also applicable for member advertisements and multi-media advertising packages. For more information on e-news advertising, please contact Jennifer Slattery at 407.852.6770 or email to jslattery@fysa.com.