

Printed Advertising Opportunities

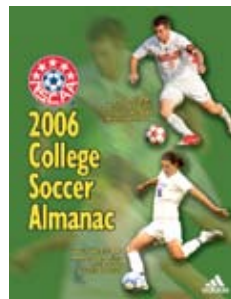
Soccer Journal

Recognized as one of the leading soccer coaching magazines in the world, Soccer Journal is an exclusive benefit distributed to more than 26,000 NSCAA members. Featuring information and guidance on all aspects of soccer coaching, from systems of play to player psychology, Soccer Journal is a bimonthly publication, with a special issue circulated in October to promote the annual NSCAA Convention.



College Soccer Almanac

Published annually as a benefit of NSCAA College Services membership, the College Soccer Almanac offers information and forms for game management and the a NSCAA awards program and a directory of soccer programs at all levels of intercollegiate play. Approximately 1,500 copies are printed each year.



Page Count: 100 plus cover
 Color: Four-color cover, black and white interior
 Finished Size: 8 1/2 x 11 inches

Advertising Sizes (in inches), Rates

Size	Width	Height	Color	B/W
Full Page	7 1/2	10 3/8	N/A	\$500
Half Page Horizontal	7 1/2	5 1/8	N/A	\$300
Half Page Vertical	3 3/4	10 3/8	N/A	\$300
Quarter Page	3 3/4	5 1/8	N/A	\$200
Inside Front Cover	7 1/2	10 3/8	\$1,560	N/A
Inside Back Cover	7 1/2	10 3/8	\$1,430	N/A

Display Advertising

Issue	Space Reserved	Deadlines	Art Delivered
January/February	December 1	December 1	December 5
March/April	February 1	February 1	February 5
May/June	April 1	April 1	April 5
July/August	June 1	June 1	June 5
September/October	August 1	August 1	August 5
Pre-Convention Special	September 1	September 1	September 5
November/December	October 1	October 1	October 5

Advertising Specifications

Preference is to receive advertising in electronic form. High-resolution PDF with a laser proof is preferred. Can accept Photoshop, Illustrator or PageMaker files (include all fonts and image files) in Macintosh format. Film must be 150 line screen, right read, emulsion side down. Finished book is 8 3/8 inches x 10 7/8 inches. Live area is one-quarter inch from each edge. For bleeds, please add 1/8 inch to each edge.

Advertising Sizes (in inches), Rates

Size	Width	Height	Color	B/W
Full Page	7 7/8	10 3/8	\$1,495	\$1,050
Hall Page Horizontal	7 7/8	5 1/8	\$1,275	\$900
Half Page Vertical	3 3/4	10 3/8	\$1,275	\$900
Quarter Page	3 3/4	5 1/8	\$825	\$550
Centerspread	16 3/4	10 3/8	\$2,375	N/A
Inside Front Cover	7 3/8	10 3/8	\$1,775	N/A
Inside Back Cover	7 3/8	10 3/8	\$1,650	N/A
Back Cover	7 3/8	10 3/8	SOLD OUT	

- Three consecutive placements receives a 10 percent discount
- Full year's placement receives a 30 percent discount

Marketplace Advertising

NSCAA offers a special section in Soccer Journal called The NSCAA Marketplace, designed to provide a low-cost advertising opportunity to reach the NSCAA membership, some of the most important purchasers in the soccer community.

Ad Sizes, Rates (Inches)	1X	2X	4X	6X	7X
1 1/2 x 1 1/2	\$99	\$87	\$79	\$72	\$67
1 1/2 x 3 1/4	\$199	\$171	\$154	\$144	\$133
3 1/4 x 1 1/2	\$199	\$171	\$154	\$144	\$133
3 1/4 x 3 1/4	\$359	\$309	\$281	\$259	\$235

- 4X placement = 10 percent discount
- 6X placement = 20 percent discount
- 7X placement = 25 percent discount