

1/2-page horizontal
5" (w) x 3-7/8" (h)

1/4-page vertical
2-1/2" (w) x 3-7/8" (h)

NOTES:

*Regular full page ad size is
5" (w) x 7-3/4" (h)*

*Full bleed is available
(on request):*

*Bleed size:
5-3/4" (w) x 8-3/4" (h)*

*Trim size:
5-1/2" (w) x 8-1/2" (h)*

*Live size:
5-1/4" (w) x 8-1/4" (h)*

**Advertise in the
New Mexico Youth Soccer Association
Annual Tournament Programs!**



US Youth Soccer NM Open State Cup: generally May
New Mexico Soccer Tournament Complex at Santa Ana Pueblo
(copy deadline about 15 April)

Kohl's American Cup: generally May
New Mexico Soccer Tournament Complex at Santa Ana Pueblo
(copy deadline about 20 April)

Other Cups & Festivals: (various dates)
generally conducted by various local Leagues
(copy deadlines vary)

[NOTE: Contact NMYSA or visit <http://www.nmysa.net/> for exact dates.
(not all programs may be produced in a given year)

To arrange for your ad

Contact NMYSA, 2825 Broadbent Parkway NE, Suite D, Albuquerque, NM 87107, at (505) 830-2245, or e-mail either the NMYSA Executive Director at office@nmysa.net or our Publications Editor & Webmaster, Bill Flor, at jbdata@jbdata.com .

Electronic ad copy guidelines

Beginning in 2014, publication of NMYSA tournament programs in the 5½” x 8½” page size is entirely in eProgram format. All advertising material should be submitted electronically (preferably through the file drop URL at the right). Please provide high-quality digital artwork of at least 300 dpi. Continuous tone material should be provided at no less than 300 dpi **without** any screen. Line art should be provided at no less than 600 dpi.

Preferred file formats:

- tif** - uncompressed “flat file” (all elements in one file, no layers or external fonts)
 - jpg** - with **minimal** compression
 - psd** - Adobe Photoshop file
 - ai** - Adobe Illustrator file
 - bmp, pcx, gif, etc.** - (raster formats) - also OK if 300 dpi
- For combined text and graphics:*
- pub** - Microsoft Publisher file
 - ppt** - Microsoft PowerPoint file (Office 2007 or later only & high-resolution images)
 - Microsoft WORD** - specify / provide any unusual fonts that must be matched

You may submit text-only ad copy plus a small graphic to be dropped in (please provide mock-up to show graphic placement). This produces a smaller and higher quality file than a mostly-text advertisement entirely as an image file.

eProgram format is a cross-platform electronic publication viewable on computer, laptop, tablet and smart phone (and printable). All content, including advertising, can be linked to a web site or email address using QR codes and touch- and click-sensitive items. You may view sample ePrograms for 2015 State Cup (<http://joom.ag/79ip>), 2015 Kohl's American Cup (<http://joom.ag/taQp>) and 2014 US Youth Soccer Far West Regional Tournament souvenir program (<http://joom.ag/llab>).

If you have any questions about program formats or electronic submission of ad copy, please contact our publications editor, Bill Flor, jbdata@jbdata.com, (505) 662-7885, or fax (866) 636-2133. If you need assistance producing your advertisement, arrangements can be made with him for design, production, or digital conversion. Additional cost may be involved. **Please upload large files via his web drop box at: <https://www.hightail.com/u/jbdata> instead of by e-mail.**

Note: This rate card is laid out in the same format as the tournament programs: 1/4” margins all around, and another 1/4” at the top for a running header; content space is 5” (wide) x 7-3/4” (high). Full bleed is also available (see page 3 for specifications).

Rate card (copy for one program)

<u>size</u>	<u>cost</u>	<u>max. dimensions</u>
Full page	\$100	5” (w) x 7-3/4” (h)
1/2-pg (horiz)	\$ 55	5” (w) x 3-7/8” (h)
1/3-pg (horiz)	\$ 40	5” (w) x 2-9/16” (h)
1/4-pg (horiz)	\$ 30	5” (w) x 1-15/16” (h)
1/4-pg (vert)	\$ 30	2-1/2” (w) x 3-7/8” (h)

Color is available throughout. Covers (two insides and outside back) may be available, on a first-come first-served basis, after tournament name-sponsor requirements are met. Tournaments usually involve 50-150 teams.

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[sample QR code for www.nmysa.net]

1/3-page horizontal
5” (w) x 2-9/16” (h)