



# SOCCER INSIGHT<sup>®</sup>

## The Soccer Retailer's Digital Magazine

From the producers of **The Soccer Event<sup>®</sup>** and **Team Insight<sup>®</sup> Magazine**, a monthly digital magazine edited exclusively for soccer specialty stores.

**SOCCER INSIGHT** Advertising packages allow brands to reach an important, focused audience at cost-effective rates.



**12 Month Package** ..... \$7,000 net\*

- Front page logo recognition
- 12 issue 1/4 page advertising program
- One Brand Insight company profile and Rep listing

\*Limited availability to first six sponsors.

**Brand Insight Profiles** ..... \$2,000\*\*

- Full page brand story in Q&A format.

\*\*Limited availability, two per month.

### Soccer Insight / 2012 Rate Card (net rates)

Ad Size	1x	3x	6x	12x
Full page	\$2,000	\$1,745	\$1,405	\$1,065
Half page	1,400	1,200	1,200	800
Quarter page	1,000	900	800	700
Logo	500	450	400	350

**AD CLOSING: 1 WEEK PRIOR TO PUBLICATION DATE.**

### Advertising Information:

JEFF GRUENHUT

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From the producers of  
**THE SOCCER EVENT<sup>®</sup>**

### CIRCULATION

Soccer Insight is published monthly, and is distributed via email to more than 350 soccer specialty stores

### DISPLAY AD SPECS

Area	Width	Depth
Trim size	8.5	11
Bleed (add 1/4 inch for safety)	8.75	11.25
1/4 page square	3.5	4.5
1/4 page horizontal	7.5	2.5
1/2 page vertical	3.5	9.8
1/2 page horizontal	7.5	4.5

Ads must be true to size. Font size should not be smaller than 10pt to insure clarity and readability.

### FRONT PAGE LOGO SPECS

Area	Width	Depth
Maximum size	1.0	1.0

Native Illustrator Vector Based Graphics only. Fonts must be outlined. Process colors only.

### AD FILE Preparation

- Press Ready PDF with all fonts and images embedded is the only accepted format.
- All art **MUST** have images and transparencies flattened.
- Do not include crop marks, registration marks or agency information on pdf file.

Color: ..... Process CMYK or Grayscale  
Resolution ..... 300dpi

### AD FILE NAMING INSTRUCTIONS

All ad files must contain the proper advertisers name and date that ad runs.

### DROP FINAL FILE

ftp.jacorpublish.com / nm: upload / pw: colleenJ123  
Drop in **Soccer Insight Ad Folder**

