

2018 Illinois Youth Soccer Rate Card

REACH YOUTH PLAYERS, PARENTS & COACHES THROUGHOUT ILLINOIS

Who We Are: Illinois Youth Soccer is the largest youth soccer organization and one of the largest youth sports organizations in Illinois with over 86,000 young athletes in our programs.

Demographic Info Available Upon Request

CONTACT: Chris Jamroz at 847-290-1577 or chrisj@illinoisyouthsoccer.org



How We Communicate With Our Membership: Illinois Youth Soccer communicates news, promotes sponsors and sends information to our membership thru: Print (Network News & Coaches Notebook/ Tournament Guide), Email (59,000 unique address), Website (48,000 monthly visits) and Social Media (3700 Facebook Fans & 3200 Twitter Followers).

How You Can Advertise With Illinois Youth Soccer

Illinois Youth Soccer Network News



What: With a circulation of over 120,000 unique addresses, the Illinois Youth Soccer Network News is one of the top 5 circulated newspapers in the state of Illinois and top 2 largest circulation of a print publication produced by a US Youth Soccer member association.

The Network News is a keeper piece that recaps the entire year of soccer activities including tournament champion photos, game recaps and important news.

When: In Homes Late December
Ad reservations due by 10/15. Ads due 11/1

Ad Pricing:

Full Page 9.43"x10.8" Full Color: \$1800 Black & White: \$1300	Vertical Page 4.62" x 10.8" Full Color: \$1500 Black & White: \$1100
1/2 Page 9.43"x5.29" Full Color: \$1500 B & W: \$1000	1/2 Page 4.62 x 5.29" Full Color: \$1200 Black & White: \$750

e-Publications & e-Guides

What: E-based publications geared toward certain soccer demographics. E-books are posted on our website, emailed to the appropriate database, posted on social media and included on issuu.com profile

Full Page
8.5"x11"

Full Color: \$300

Ad Pricing:

\$300 per e-publication

\$500 for advertising in 2

\$1000 for advertising in all 6

<u>e-Publication</u>	<u>Post On</u>	<u>Ads Due</u>
Spring Tournament Guide	3/1	2/19
Spring Manager Guide	3/26	3/12
Spring Tryout & Camp Guide	4/16	4/2
Fall Tournament Guide	6/28	6/11
Fall Manager Guide	8/1	7/16
Fall Tryout & Camp Guide	10/1	9/17

NEW Illinois Youth Soccer mobile app

What: Illinois Youth Soccer mobile app on TeamApp. Illinois Youth Soccer utilizes its mobile app as an e-Guide for all our events including all tournaments and ODP. The mobile app is Illinois Youth Soccer's first communication tool for events and event and ODP participants are instructed to download the app.



Mobile app ads are also include on the Illinois Youth Soccer TeamApp webpage.

	<u>Screen Views</u>	<u>Price</u>
Sportscore Two Field Map Last updated 4 Oct	3,000	\$30
Directions To Sportscore Two Last updated 4 Oct	5,000	\$50
ALABAMA CUP REGISTRATION Last updated 4 Oct	10,000	\$100
State Cup & Presidents Cup Rules Last updated 4 Oct		

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Online

www.illinoisyouthsoccer.org

What: The official website of Illinois Youth Soccer is the main information hub and home of all the important information for young athletes, coaches, parents and administrators. The site is constantly updated and is where registration for all Illinois Youth Soccer tournaments, events, programs, coaching courses and referee trainings are done.



The site has an average of over 46,000 monthly visits, 2.6 million monthly hits and over 1,500 daily visits.

Ad Pricing:

Platinum Pages

\$500 per month/\$800 for 2 months
Ad also placed on all event subpages for the SPECIFIC page, not all
Listed Based On Visit Rate

- ODP Home
- Coaches Home
- State Cup Home
- Sanctioned Tournaments
- Presidents Cup

Gold Pages

\$300 per month/\$500 for 2 months
Ad also placed on all event subpages for the SPECIFIC page, not all
Listed Based On Visit Rate

- Competitive Programs
- Recreational Programs
- Forms & Procedures
- Illinois Cup Home
- Chicago Beach Soccer Home
- State Premiership Division

Silver Pages

\$150 per month
• All pages not previously listed

Ad Size: 420 x 60 pixels

Email

Illinois Kicks e-Newsletter

What: Illinois Kicks is the official e-newsletter of Illinois Youth Soccer. Sent twice a month to a database of **over 59,000 unique email addresses**, the Illinois Kicks is distributed to coaches, parents, players, league board members, administrators and referees. .



The Illinois Kicks has an open rate of 21.6%, higher than Sports & Recreation Industry average of 15.7%, and a click rate

Ad Pricing: of 5.43%

Graphic Ad

396 x 60 pixels. Includes website or PDF link
Top Ad: \$500 per email / \$700 for 2 emails
Bottom Ad: \$300 per email / \$500 for 2 emails

Text Ad

Up to 500 character editorial included in body of email.
Includes one photo/logo and link to website or pdf
\$500

Program Specific Emails

What: Illinois Youth Soccer also sends monthly specialized emails for specific programs to the appropriate demographics:

Coaches Connection:	Sent to 10,400+ coaches	Open rate: 25%	Click rate: 10%
Upcoming Tournaments:	Sent to 11,000+ coaches, tournament directors	Open rate: 28%	Click rate: 9.5%
Illinois ODP:	Sent to 900+ currently registered ODP players	Open rate: 48%	Click rate: 8.75%
Recreational E-News:	Sent to 3500+ rec parents and coaches	Open rate: 24%	Click rate: 4.8%

Ad Pricing:

Graphic Ad

396 x 60 pixels. Includes website or PDF link
Top Ad: \$300 per email

To Reserve Ad Space & For More Information:
Chris Jamrozy, Illinois Youth Soccer Marketing & Communications Director
chrisj@illinoisyouthsoccer.org 847-290-1577 ext 103

Illinois Youth Soccer also offers sponsorship opportunities