

Connect with America's Core Soccer Audience

Reach the USA's most passionate and dedicated community of soccer players, coaches, parents, team administrators, league and club executives, referees, athletic directors, leaders, and fans.

Soccer America delivers 30 email newsletter editions every week to a total readership of 150,000 people.

Our website receives 1.5 million unique viewers a year.

We Reach Soccer People

- 28,000 Twitter audience
- 5000 Facebook followers
- 50% of our readers are parents of soccer players
- 48% are soccer coaches
- 48% are soccer players
- 30% are under 21 years old
- 19% are team administrators
- 16% are soccer referees
- 60% of readers have a soccer player 18 or younger living at home
- 22% have two or more soccer players 18 or younger living at home
- 48% will make purchasing decisions for their team or league on apparel, gear, or equipment



We Deliver Soccer

Soccer America's expert editors provide exclusive behind-the-scenes reporting of the people and events shaping soccer in America and around the world.

We cover U.S. National Teams, World Cups, UEFA Champions League, Major League Soccer, Americans Playing Abroad, Domestic Pro Leagues, Men's & Women's College, and Elite Youth Competitions.



SoccerAmericaDaily

Breaking news, expert analysis, and exclusive coverage of the day's top soccer stories

11 Editions A Week
Circulation: 80,000



Soccer On TV

Listings of international, MLS, pro leagues, and college games on cable, satellite, networks, & web

Seven Days A Week
Circulation: 70,000



SA Confidential

Commentary from soccer insiders on the biggest stories in the USA and around the world

Four Days A Week
Circulation: 60,000



Game Report

Soccer America's expert editors provide player ratings and analysis following major matches

After Big Games
Circulation: 50,000



Youth Soccer Insider

Industry pros offer tips and advice on youth development, parenting, and coaching

Twice Weekly
Circulation: 50,000



SoccerAmerica.com

Our website provides access to all current newsletters, past archived editions, and searchable directories of camps, academies, and tournaments.

The site receives 1.5 million unique viewers a year.



SoccerTalk

Veteran journalist Paul Gardner's insightful, topical, and provocative opinion column

Weekly
Circulation: 30,000



Camps & Academies

Nationwide and international listings with dates, locations, and contact info

Twice Weekly
Circulation: 45,000



Tournament Calendar

Dates, locations, and contact info for domestic and select international events

Twice Weekly
Circulation: 45,000



SA Classifieds

Showcasing soccer jobs, products, services, camps, tryouts, tours, and more

Twice Weekly
Circulation: 40,000



Special Offers

Coupons and exclusive deals for soccer products, services, and events

Weekly
Circulation: 110,000

CREATIVE UNITS AVAILABLE

- Leaderboard: 728x90
- Medium Rectangle: 300x250
- InLine Jumbo Banner: 640x480
- Logo Treatment PNG, JPEG, GIF
- Three-Line Text Ad

Animation looping ok – 3x max
I-frames with NO Rich Media or javascript
are ok for Newsletters.

Please provide click-url with all ads.

*User-initiated audio is allowed

NEWSLETTERS

JPEG, GIF, Animated GIF: File size is 75kb max.

Animation looping ok — 3x max with 15 seconds
max per loop. There should be at least 1 second
in between animated frames for readability.

Please provide click URL with all ads.

*Note: Animated GIFs do not animate when
viewed from MS Outlook 2007. Only the
first frame will be shown.

TEXT ADS: Advertiser must provide

Headline: max 25 characters, Middle Line:
max 70 characters, Bottom Line: a simple
URL (max 35 characters)

LOGO EMBED: 180x72, 24kb, (JPEG, GIF,
or PNG) and NO animation

STANDARD TAGS: Tags accepted from
most systems. Click commands/click
through URL with [TIMESTAMP].

*NOTE- All users using the Microsoft Out-
look 2007 email client will only see the
first frame of an animated GIF. We recommend
that animated gif ads have a first frame that can
be functional as a static ad.

WEBSITE

- GIFs, Animated GIFs, JPEGs: File size is 75kb max.
- HTML5 tags are preferred for web-based banners
- HTML5 tags are accepted on SoccerAmerica.com only. All formats accepted based upon QA testing. All third party tags which adhere to above specs are accepted.

NATIVE IN-LINE VIDEO: 640x480 Quicktime file
(in MP4 or MOV format). :15 seconds max (un-
less specifically requested otherwise)

Video Codec: h.264

Audio Codec: any

Frame Rate: 29.97 fps

INTERSTITIAL ADS: 640x480 static .swf with a
max file size of 60k

No click or interactivity allowed

Ad will appear on a white page with "Soccer
America Sponsor" and will have a Skip option.

User will be redirected to content after 5 seconds.

- Material deadline: 3 business days prior to campaign start
- All ROS or RON campaigns require at least 2 creative executions: 728x90 & 300x250.
- Send all creatives and tags to
Doug Murdock: doug@socceramerica.com



Thank you for considering Soccer America
in your marketing plans. For pricing and
ad placement availability, contact:

Doug Murdock

Director of Sales & Marketing
Soccer America Communications
P.O. Box 6026, Albany CA 94706
doug@socceramerica.com
510-374-2967