

Connect with Soccer People

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

- 130,000 subscribers
- 1.5 million unique viewers a year

We Reach Them

- 28,000 Twitter audience
- 5000 Facebook followers
- 50% of readers are parents of soccer players
- 48% are soccer coaches
- 48% are soccer players
- 30% are under 21 years old
- 19% are team administrators
- 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

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

Soccer America covers 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



Soccer On TV

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

Seven Days A Week



SA Confidential

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

Four Days A Week



Game Report

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

After Big Games



Youth Soccer Insider

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

Twice Weekly



SoccerAmerica.com

Website offers 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



Camps & Academies

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

Twice Weekly



Tournament Calendar

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

Twice Weekly



SA Classifieds

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

Twice Weekly



Special Offers

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

Weekly

TOCA GAME CHANGING SOCCER TRAINING
Cutting edge technology • Play better, faster, smarter

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YouthSoccerInsider

Friday, October 6, 2017

USA beats India in front of huge crowd in New Delhi

by Mike Wozniak

The USA opened the 2017 U-17 World Cup against one of the least formidable teams in the tournament: India, which is making its first World Cup appearance at any level. However, U.S. coach **John Hackworth** was correct when he warned that opening against a pumped up home team in front of a fervent crowd could create a challenging game for the USA.

Indeed, more than 46,000 fans filled the Jawaharlal Nehru Stadium in New Delhi on Friday and the USA played nervously for much of the first half, but came away with satisfactory 3-0 win.

INDIA-USA EXPRESS
Oct. 6 in New Delhi, India
India 0 USA 3

Leaderboard Banner Ad

728 pixels wide x 90 pixels high
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SoccerAmerica | Today's Sponsor: fubo TV

Sunday, October 22, 2017

Case for change: Wynalda and Gans make their arguments to succeed Gulati at Lake Tahoe soccer forum

by Paul Kennedy

U.S. Soccer president Sunil Gulati did not take part in USAFA forum, though he did talk at previous meetings earlier in the day. [Read the whole story.](#)

What They're Saying: Freddy Adu

"I can't believe it, it just flies, man, it flies. I was 14-15 when I came here. I'm 28 now, it's just wasn't a worst fast. Now I understand (when he signed), people were like, 'Don't take it for granted, I guess by quick.' I'm like, 'Gosh by quick?' I'm only 15. I've got a long time.' And then you think and you wake up, and it's like, 'Oh, man, it does go by quick.' You have to make the most of it when you can."

... [Freddy Adu](#), signed in D.C. United at the age of 14 and now at 28 without playing time for 18 months, back at KIRK Stadium for the festivities surrounding the stadium's final game on Sunday. [\(Washington Post\)](#)

Clay Berling taught us soccer is special

Logo Embed

180 pixels wide x 72 pixels high
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CAMPS & ACADEMIES

Tuesday, Oct. 3, 2017

NEW ENGLAND CAMPS

[Spartan 1 Day ID Academy](#)

The Spartan 1 Day ID Academy is being held am until 3:00 pm. It's designed to provide big opportunity to showcase their playing ability as be part of the Castleton men's soccer program. ... [Complete session information on SoccerArms](#)

MID-ATLANTIC CAMPS

[George Mason Victory Soccer Academy](#)

The primary goal of the Victory Soccer Academy at George Mason University is to provide a challenging yet enjoyable week of soccer instruction. This will be achieved in an environment of positive reinforcement, motivating field sessions, innovative teaching, fun games and contest, and a first class staff. Our staff is comprised of committed soccer teachers who share their passion and knowledge of the game ... [Complete session information on SoccerAmerica.com](#)

[Lake Placid Soccer Center](#)

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SoccerAmerica CONFIDENTIAL

Thursday, October 19, 2017

Hugo Perez: It's time for the USA to embrace creative, entertaining, total soccer

by Mike Wozniak

When **Hugo Perez** led the U.S. U-14 and U-15 national teams, he coached what is widely to look like an exceptional generation of American players, including

COLLEGE CUP
TICKETS ON SALE NOW!

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The NSCAA's now...

TELL YOUR COACHING FRIENDS TO GET INVOLVED!

As the largest soccer coaching organization in the world, NSCAA has the resources, expertise and connections to help you advance your coaching career. We offer a variety of coaching courses, seminars and conferences that provide you with the latest information and techniques to help you become a better coach. For more information, visit [www.nscaa.org](#) or call 1-800-444-6644.

Sign up for a membership that renews itself at [UnitedSoccerCoaches.org/Join](#)

Dedicated E-Blast

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SOCCEREX
ASIAN FORUM
Doha
04-05 DECEMBER 2017

TICKETS ON SALE NOW!
December 1-8 @ Doha, Qatar

ALL
The Top Soccer League Online
Only 19 Items
for the price of 12

Start Your 7 Day Free Trial

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OFF EVERYTHING
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Premium embroidered iron-on patches from [www.hurrahawards.com](#)

Special Offers Coupon

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SOCCERonTV

Thursday, October 5, 2017

World Cup qualifying resumes early Thursday morning with the first leg of the **Asian playoff** between **Australia** and **Syria**. There is also a full slate of qualifiers in **South America**. The **USA** plays a crucial **Hexagonal** match against **Panama** Friday.

SPONSOR CONTENT FROM AEBSCULAP

Learn more about knee pain and treatment. If you suffer from knee pain due to a cartilage injury you may be eligible to participate in a research study of the investigational product NOVOCART 3D, a biologic/device combination product designed to restore damaged knees [click for more](#)

(All times Eastern unless noted; all games live except otherwise noted.)

(TV programming is always subject to change. Besides the exclusive streaming programming listed here, many networks make TV programming available on streaming devices -- online, tablets and mobile. Check your local listings and network programming listings. Soccer on TV is updated daily throughout the day.)

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Newsletters and Site
Clicks to Full Article

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Tournament Calendar

Saturday, Oct. 21, 2017

MID-ATLANTIC TOURNAMENTS

Saturday, Oct. 28, 2017 through Saturday, Oct. 28, 2017
US to US16 B/C
GPS New Jersey Soccerweek 2017
Woodbine New Jersey (Mid-Atlantic Region)
Entry Deadline: Monday, Oct. 23, 2017

Soccerweek is a Halloween based soccer tournament. The theme of the tournament is for players to play in costume, and to enjoy the spirit of Halloween whilst playing for their teams in a fun, competitive environment. This really is a great event allowing your players to come together and play in the most fun soccer tournament around! One of the best features of our ... [Complete](#)

Advertisement

39th Annual Presidents' Day Tournament
February 16-19, 2018 • Phoenix, AZ • U12 - U19 M/F
[SC del Sol Youth Soccer Tournaments](#)

The 2017 Bethesda Premier Cup is one of the top competitive youth soccer tournaments in the country. With over 1,200 of the top clubs in the country participating (80% from the mid-atlantic region), this is a "must" participate event for top teams and college recruiters. For two weekends in November, BBC hosts about 18,000 boys and girls ranging in age from 9 - ... [Complete](#)
Tournament information on [SoccerAmerica.com](#)

Three-Line Text Ad

Newsletters and Site
Includes Link

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Classifieds

Sunday, October 15, 2017

Soccer America Classifieds

by Soccer America

Soccer America Classifieds connect soccer companies and organizations to America's soccer community twice a week with listings of the latest soccer products, soccer programs, soccer jobs, and soccer opportunities.

ACADEMIES & CAMPS
EDUKICK INTERNATIONAL
PLAY SOCCER & STUDY IN EUROPE! Since 2001, EduKick International Football (Soccer) Academies offers competitive soccer players from 13-24 years of age residential academic year soccer & education academy courses in Europe, Brazil and Mexico. Spend a year abroad studying a language or continuing high school courses work while training and playing soccer in a professional football academy environment. EduKick is the FIRST and the BEST. The ORIGINAL and most experienced Football (Soccer) & Education Boarding School company now in its 14th year of providing the soccer experience of a lifetime. SPAIN & ENGLAND are EduKick's most popular venues! Google EduKick, see our videos on YOUTUBE & visit our website: [www.edukick.com](#)

Classified Text Ad

Text Ad with Link in Newsletter
Sent Twice Weekly to 30,000 People

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
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Director of Sales & Marketing
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