PLAYSOCCER®

MAGAZINE OF THE AMERICAN YOUTH SOCCER ORGANIZATION

FACTS

ABOUT THE MAGAZINE

TARGET AUDIENCE	Parents of soccer playing children and pre-teens
FEATURES	Advice & tips on soccer parenting, coaching, volunteering, watching soccer, AYSO parent and athlete profiles, AYSO events, and soccer community news
DEPARTMENTS	Home Team, Herbalife Nutrition, Faces of AYSO, Scoreboard, Region Headlines, Get The 411, Kids Zone
EXTRAS	Giveaways, contests, games, trivia, coupons and discounts

ABOUT OUR READERS

DEMOGRAPHIC	Young Parents (Age 25-44)
AVG. HOUSEHOLD INCOME	$100,000
AYSO MEMBER STATS	550,000 registered players (between the ages of 4 and 18) and 225,000 volunteers
PASS-ALONG READERSHIP	Over 1.2 million per issue. Surveys indicate 90 percent of our members read PLAYSOCCER cover-to-cover.
FREQUENCY	2 times per year
SUBSCRIPTION COST	$0 (included in season registration fee)

Everyone Plays®

Balanced Teams

Open Registration

Positive Coaching

Good Sportsmanship

Player Development

AMERICAN YOUTH SOCCER ORGANIZATION
19750 S. Vermont Ave., Suite 200
Torrance, CA 90502

800.872.2976 | www.ayso.org

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2013 RATE CARD

SIZE	One Edition	Both Editions
FULL PAGE	$15,200	$13,400
HALF PAGE	$9,350	$7,800
ONE-THIRD PAGE	$7,100	$6,250
BACK COVER	$18,750	$15,350
INSIDE COVERS	$15,800	$13,700

First-time advertisers must make payment by the materials deadline. All ads are four color. Ad will be placed within the downloadable magazine pdf and a link to the pdf will be available on ayso.org.

EDITORIAL CALENDAR

SPRING April 2013	Reservation/Cancellation Deadline	February 18, 2013
	Materials Deadline	March 4, 2013
FALL August 2013	Reservation/Cancellation Deadline	July 1, 2013
	Materials Deadline	July 15, 2013

PRODUCTION REQUIREMENTS

PRINTING	Web Offset
BINDING	Saddle Stitched
SCREEN LINING	133 lines (max175 lines)
LIVE AREA	Type and other image areas not to bleed must beheld 5/16" from trim
TRIM SIZE	8" w x 10½" h
FULL-PAGE BLEED	8¾" w x 10¾" h
FULL-PAGE NON-BLEED	7" w x 9½" h
HALF-PAGE BLEED	7" w x 4½" h
ONE-THIRD PAGE BLEED	2¾" w x 10¾" h
ONE-THIRD PAGE NON-BLEED	2.5" w x 10" h

Ads should be supplied on CD and include a color proof or matchprint. Materials may be emailed if files are under 10MB. **Ads should be at least 300 dpi and in Adobe InDesign, Adobe Illustrator, Adobe Photoshop formats, EPS, PDF, or TIFF files.** PC or MAC files are acceptable; however, for PC files all fonts must be supplied in MAC format. **Call (800) 872-2976, ext. 7926 if you have further production questions.**

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CONTRACT

Please insert the following advertisements in PLAYSOCCER, beginning with the _____ issue.

SPRING (March) Size _____ Cost _____
FALL (August) Size _____ Cost _____

We will pay you for each insertion in accordance with the rates and terms of your current rate card. We have your rate card now in effect. Rates for this agreement per July 2011 Rate Card. We understand the following terms:

1. Space reservations and notifications of mechanical changes, cancellations or new materials for consecutive insertions must be received in writing.
2. No cancellations accepted after material closing date.
3. All advertising subject to AYSO's approval.
4. Non-standard sizes not accepted except by prior arrangement.
5. Frequency discounts apply only to consecutive insertions, except by prior arrangement
6. Ads not conforming to mechanical specifications and/or deadlines may incur additional production charges.

Terms are net 30 days, after completion of printing.

We understand the terms printed at the bottom of this agreement.

Signature _____ Date MM/DD/YY

Company _____

Name _____ Title _____

Address _____ City _____ State _____ Zip _____

Telephone (XXX) XXX-XXXX Fax (XXX) XXX-XXXX

E-mail _____

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1. Billing Terms and Rates

A. All accounts are due within thirty (30) days of the billing date ("Due Date") shown on the most recent invoice received from the American Youth Soccer Organization (AYSO). AYSO will impose a service charge of two percent (2%) per month, or such lesser amount as may be lawful, on accounts which remain upaid after the due date.

B. Space used in excess of contract will be billed at contract rate. Space used less than that called for in a contract will be billed at open ratae for space used. Advertiser will be short-rated if, within a twelve (12) month period from the date of the first insertion, it does not use the amount of space upon which its billings have been based. Advertiser will receive appropriate rebates if, within a twelve (12) month period from the date of first insertion, it has used sufficient additional space to warrant a lower rate than that at which it was billed.

2. Commissions and other Charges, Cash Discount and Frequency Rate

A. The rates shown on the Rate Card are net rates to AYSO. The Advertiser shall pay any agency commission incurred in paying for an ad.

B. Ads not conforming to mechanical specifications and/or deadlines may incur an additional production charge of $150. Any discount received by Advertiser on advertising space charges may not be applied to production charges.

C. Neither a two percent (2%) cash discount nor any other cash discount will be allowed on any account for early payment.

D. The term "frequency rate" as used herein shall mean the lower rate which applies under the general advertising rates set forth on the rate Card for insertion of an advertisement in all issues published in a one year period from the date of first insertion.

3. Effect of Non-Payment

A. In the event of non-payment of an invoice by the Due Date, AYSO reserves the right to hold Advertiser and/or its advertising agency jointly and severely liable for the total amount due pursuant to such invoice.

B. AYSO may stop inserting Advertiser's advertisement in its printed magazine if payment of any invoice is not made by the Due Date, or if a petition in bankruptcy or for reorganization under the Federal Bankruptcy Laws is filed by or against Advertiser, or if Advertiser goes out of business or announces its intention to due so.

C. Upon breach of paragraph 3B, payment in full is due immediately at AYSO's "one time" advertising rate set forth on the Rate Card for the cost of advertising for one quarter. If Advertiser pays the amount due in full, Advertiser may purchase additional advertising during the remainder of the contract term provided Advertiser pays, in advance, at AYSO's "one time" advertising rate for the amount of advertising space to be used.

4. General

A. Advertiser, and any advertising agency acting on behalf of the Advertiser with respect to this Agreement, assumes all liability for all advertising content (all materials, text and images) delivered by it for publication by AYSO, including, without limitation, text representation and illustration of all advertising copy delivered by it for publication by AYSO. Advertiser, and any advertising agency acting on behalf of the Advertiser, agrees to indemnify and hold AYSO, its directors, officers, members, parents, subsidiaries, or affiliated entities of any time, harmless from any and all liability, demands, claims, suits or expenses, including, without limitation, reasonable attorney's fees and court costs arising from all advertising content delivered by AYSO.

B. The failure of AYSO to insert any advertisement in any issue shall be deemed immaterial, and shall not be considered a breach of this Agreement, nor shall AYSO be liable for any damages for any such failure. Advertiser's sole remedy or such an event will be to require AYSO to publish a comparable advertisement in a subsequent issue.

C. The validity, interpretation, and performance of the Agreement shall be controlled by and construed under the laws of the State of California, the state in which this Agreement is being executed and performed.

5. AYSO reserves the right to refuse advertising to any establishment or individual