



# Advertising Rate Card

## Touchline

VYSA's monthly E-Newsletter, is delivered to over 100,000 coaches, parents and club administrators of VYSA with over a 30% monthly average open rate!

### Available Ad Sizes:

|            |             |             |             |             |
|------------|-------------|-------------|-------------|-------------|
| Full-Page: | 10"h x 8"w  | 1X: \$2,000 | 2X: \$1,500 | 3X: \$1,300 |
| 1/2 Page:  | 5"h x 8"w   | 1X: \$1,250 | 2X: \$1,000 | 3X: \$850   |
| 1/4: Page  | 4.5"h x 8"w | 1X: \$900   | 2X: \$700   | 3X: \$500   |

## Website

VYSATC.com, VYSA.com and VirginiaFutsal.com are VYSA's 3 websites where players, clubs and other's interested search for training and schedules, rental and tournament information and more. Combined, these three sites average 150,000 PV's monthly and growing!

Home Page Ad Banners - \$2,000/month

## Social Media

VYSA continues to remain one of the top performing State Associations in USYS on social platforms like Twitter, Facebook and Instagram. \*please contact for pricing for multiple months

|           |                 |   |
|-----------|-----------------|---|
| Twitter   | Tweet w/Graphic | 1x per week for 1 month: \$0.10/follower  |
| Facebook  | Post w/Graphic  | 1x per week for 1 month: \$0.10/page like |
| Instagram | Photo Post      | 1x per week for 1 month: \$0.10/follower  |