



2012 INSERTION ORDER: Cal South Tournament Guide

CAL SOUTH - Excellence in Soccer | 1029 S. Placentia Ave Fullerton, CA 92831
PATRICK JOHNSON | Marketing Coordinator | Phone: 714.451.1538 | Fax: 714.441.0715 | E-mail: pjohnson@calsouth.com

PROMOTING THE **BEST** SOCCER TOURNAMENTS IN SOUTHERN CALIFORNIA!

League Name		Tournament Name		
Contact Name		Title		
Address	City	State/Province	Country	ZIP/Postal Code
Phone	Fax	E-mail	Website	

ADVERTISING OPTIONS (Submission Deadline: November 14, 2011, Street Date: January 10, 2012)

TOURNAMENT PROMOTION PACKAGE	COST	
Full Page Ad	\$550	\$ _____
Full Page Template Ad (See page 4)	\$600 (\$550 Full Page Ad + \$50 Template Fee)	\$ _____
Second Tournament Listing Logo	\$250	\$ _____
Additional Tournament Listing Logo(s)	\$100 (Each after second)	# ____ x \$100 = \$ _____

TOURNAMENT SPOTLIGHT BANNER ADS	COST	
Available to Tournament Guide Package purchasers ONLY. Two (2) banner ad spaces available each issue. Check desired month(s).	\$250 (Each)	# ____ x \$250 = \$ _____
<input type="checkbox"/> Dec. '11 <input type="checkbox"/> Feb. '12 <input type="checkbox"/> Apr. '12 <input type="checkbox"/> May '12 <input type="checkbox"/> Jun. '12 <input type="checkbox"/> Jul. '12 <input type="checkbox"/> Sept. '12 <input type="checkbox"/> Nov. '12		

Please mark your selection in the box(es) above. See artwork spec page for page size diagrams.

PAYMENT/BILLING INFORMATION

Amount Due: _____

I authorize Cal South to charge my credit card identified below for all charges associated with this insertion order.

Credit Card Type: VISA MASTERCARD AMERICAN EXPRESS DISCOVER

Credit Card Number	Cardholder Name	Expiration Date (MM/YY)	CVC/CVV Code #
*Billing Address (If different than address above)	*City	*State/Province	*Country
			*ZIP/Postal Code

TERMS AND CONDITIONS:

All advertising material is subject to approval by Cal South. Cal South accepts advertising placed by advertising agencies placed on behalf of their clients. As such, all costs and liabilities associated with the placement of such advertising are the responsibility of the company for which such advertising space was ordered. Failure on the part of advertising agencies to pay for space ordered does not release the client company from the obligation of paying for all costs contracted on the company's behalf. Payment must be received by the date specified on the publication rate sheet. Failure to do so may cause the order to be cancelled. Cal South reserves the right to determine the suitability of all ads submitted for publication and distribution, and to reject advertising that does not meet its editorial or production criteria.

I HAVE READ, UNDERSTAND, AND AGREE TO ALL TERMS AND CONDITIONS OF THIS AUTHORIZATION FORM.

Signed	Title	Date (MM/DD/YYYY)
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If paying with a credit card, please fax insertion order to Rebecca Nelson at 714.451.1016.

If paying by check or money order, please mail insertion order and payment to: Cal South, Attn: Patrick Johnson, 1029 S. Placentia Ave., Fullerton, CA 92831.



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25,000 COPIES DISTRIBUTED NATIONALLY BY CAL SOUTH - EXCELLENCE IN SOCCER

Via mail and at the following shows: NSCAA Convention, US Youth Soccer Workshop and Soccer Nation Expo.

TOURNAMENT PROMOTION FULL PAGE AD PACKAGE: \$550 (Available to Cal South Sanctioned Tournaments ONLY)

PACKAGE INCLUDES

- One (1) Full Page color Tournament Guide advertisement.
- One (1) time option to mail to the Cal South coaches database at tournament's expense.

TOURNAMENT GUIDE:

- Enhanced listing with your tournament logo* and link (only one [1] listing per package).

CAL SOUTH WEBSITE:

- Enhanced listing with your tournament logo* and link (only one [1] listing per package).

CAL SOUTH SOCCER MAGAZINE:

- Enhanced listing with your tournament logo* (only one [1] listing per package).
- Your enhanced tournament listing will be included within the Sanctioned Tournament Listings according to your tournament application deadline.

TOURNAMENT SPOTLIGHT E-MAIL:

- Tournament name, logo and link (only one [1] listing per package).
- Tournament date, application deadline, age group, costs, and contact information.
- Your enhanced tournament listing will be included within the Spotlight E-mail according to your tournament application deadline.

DON'T HAVE A DESIGNER?

- For just \$50 more, put your tournament logo and information into a Full Page color Template advertisement!
- See **page 4** for an example of the Template layout.

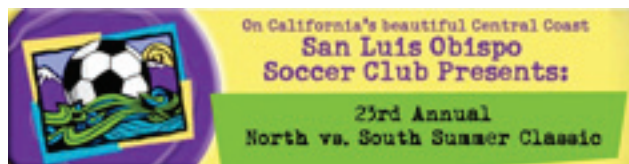
*Additional logos may be added to tournament listings for the Tournament Guide, Website, Magazine, and Tournament Spotlight E-mail for \$250; and \$100 each for any logo thereafter.

TOURNAMENT SPOTLIGHT E-MAIL BANNER ADS: \$250 (Available to Tournament Guide Package purchasers ONLY)

Want to draw additional attention to your tournament? Purchase a customized banner ad within the Tournament Spotlight E-mail blast! Banner ads are positioned at the top of the e-mail page and are limited to two (2) per blast.

- Available to Tournament Guide Ad Package purchasers ONLY for just \$250!
- See artwork specs page for more information on requirements.

SAMPLE BANNER AD





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ARTWORK SIZES AND SPECS

FULL PAGE AD

Please provide files to Cal South with the following specs:

- **Resolution:** 300DPI, CMYK
- **Trim size:** 5.25" x 8.25"
- **Bleed:** 5.5" x 8.5"
- **No Bleed** (0.25" solid color, or white border): 5" x 8"
- **File Type:** .PDF (X1A) or .EPS

To download a .PDF template, please visit:

www.calsouth.com/data/Downloads/Tournaments/Tournament_Guide/TG_Full_Page_Template.pdf

Cal South Sanctioned Tournaments may display the Cal South Sanctioned Tournament seal on their artwork.

To download the .EPS vector Cal South Sanctioned Tournaments seal, please visit:

www.calsouth.com/data/Downloads/Tournaments/Tournament_Guide/SanctionedTournaments.eps

FULL PAGE TEMPLATE AD

Please provide vector .EPS (if available) or high resolution print ready logo files to Cal South with the following specs:

- **Resolution:** vector or 300DPI (for print)
- **Size:** approximately 2.5" x 2.5" (at 300DPI)

TOURNAMENT LOGOS

Please provide BOTH vector .EPS (if available) and .JPG/.JPEG, or GIF web logo files to Cal South with the following specs:

- **Resolution:** vector or 300DPI (for print) and 72DPI (for web)
- **Size:** 110 pixels x 110 pixels

TOURNAMENT SPOTLIGHT E-MAIL BANNER AD

Please provide .JPG/.JPEG, or GIF (no .SWF files) files to Cal South with the following specs:

- **Resolution:** 72DPI, RGB
- **Size:** 234 pixels x 60 pixels

To view an example of the Cal South Tournament Spotlight please visit www.calsouth.com/tournament-spotlight/july2011.

ARTWORK SUBMISSION / QUESTIONS

Files under 12MB may be sent directly to Logan Johnson at ljohnson@calsouth.com. If your file is larger, or you would prefer to upload your file using our Basecamp project management system - please contact Logan Johnson at ljohnson@calsouth.com, or Patrick Johnson at pjohnson@calsouth.com to have an account set up for you.

For questions on artwork specs or concerns, please contact Logan Johnson at 714.451.1537 or ljohnson@calsouth.com.



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FULL PAGE TEMPLATE AD EXAMPLE

TOURNAMENT PROMOTION FULL PAGE TEMPLATE AD PACKAGE: \$600 (Available to Cal South Sanctioned Tournaments ONLY)

DON'T HAVE A DESIGNER?

- Put your tournament logo and information into a Full Page color Template advertisement!
- Example shown below. (Not to scale.)

**CAL SOUTH
TEMPLATE**

November 11 | 2011

LOCATION: Fullerton, CA	REGISTRATION DEADLINE: November 4, 2011
DIVISIONS: Boys U9B-U19 Girls U9B-U19	COST: U9B-U10 \$500 U11-U19 \$500
PHONE: 555.555.5555	E-MAIL: ljohnson@calsouth.com

www.calsouth.com/state-tournaments

FULL PAGE TEMPLATE AD
(Not to scale)



2011 COVER
(Not to scale)

BE A PART OF THE **LEGACY**

GOVERNORS DIVISION \$525
U9-U17: Open to all teams* in the Bronze Division or Equal or Lower.

PRESIDENTS DIVISION \$625
U9-U11, U18-U19: Open to all teams*, in all play levels.
U12-U17: Open to all teams* playing in Silver Elite or Equal or Lower.

ENTRY DEADLINES:
U9-U13: November 25, 2010 - U14-U19: January 28, 2011

*All teams must be playing in a Cal South Sanctioned League to enter.
U12-U17 Gold and Premier Teams or Equal Must Play in the Cal South National Cup, not State Cup.

NO PERFORMANCE BOND.

FOR MORE INFORMATION, PLEASE VISIT www.CalSouth.com/StateCup

FULL PAGE AD
(Not to scale)