



# 2012 INSERTION ORDER: Cal South Tournament Guide

CAL SOUTH - Excellence in Soccer | 1029 S. Placentia Ave Fullerton, CA 92831

BRITNEY GAMBLE | Sales & Sponsorship Account Manager | Phone: 714.451.1540 | Fax: 714.441.0715 | E-mail: bgamble@calsouth.com

## 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.

Company/Organization Name		Product/Service		
Contact Name		Title		
Address	City	State/Province	Country	ZIP/Postal Code
Phone	Fax	E-mail	Website	

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

TOURNAMENT GUIDE ADVERTISING PACKAGES (All Advertisements are Full Page, Full Color)		COST
<input type="checkbox"/>	Commercial Buyer Full Page Tournament Guide Ad	\$550
<input type="checkbox"/>	Inside Front Cover	\$1500
<input type="checkbox"/>	Inside Back Cover	\$1500
<input type="checkbox"/>	Page 3 (Inside front facing)	\$1200

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

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: Brittney Gamble, 1029 S. Placentia Ave., Fullerton, CA 92831.



## 2012 INSERTION ORDER: Cal South Tournament Guide

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PATRICK JOHNSON | Marketing Coordinator | Phone: 714.451.1538 | Fax: 714.441.0715 | E-mail: pjohnson@calsouth.com

### 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](http://www.calsouth.com/data/Downloads/Tournaments/Tournament_Guide/TG_Full_Page_Template.pdf)

#### 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](http://www.calsouth.com/tournament-spotlight/july2011).

#### ARTWORK SUBMISSION / QUESTIONS

Files under 12MB may be sent directly to Logan Johnson at [ljohnson@calsouth.com](mailto: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](mailto:ljohnson@calsouth.com), or Patrick Johnson at [pjohnson@calsouth.com](mailto: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](mailto:ljohnson@calsouth.com).