



Advertise in the 2014 Souvenir Program of the US Youth Soccer Far West Regional Championships

The Tournament will be held at the NM Soccer Tournament Complex at Santa Ana Pueblo, near Albuquerque, NM, June 16-22, 2014. Boys' and girls' championship teams in 16 age/gender groups from the 14 member state associations of US Youth Soccer Region IV will participate. FWR14 is part of the US Youth Soccer National Championships. All advertising should be submitted in electronic format. Technical details available at: http://www.nmysa.net/LeftNav/fwr14/fwr14local_1279.htm.

To arrange for your advertisement in the Souvenir Program, please contact our editor, Bill Flor, at (505) 662-7885, fax (866) 636-2133, jbdata@jbdata.com.

We are presently planning to have a centerfold tear-out coupon page if there is enough interest among local vendors to offer discounts to tournament participants.

Rate card (digital submission)

<u>size</u>	<u>cost</u>	<u>max. dimensions</u>
Full page	\$1300	8" (w) x 10" (h)
1/2-pg (horiz)	\$ 700	8" (w) x 5" (h)
1/2-pg (vert)	\$ 700	4" (w) x 10" (h)
1/4-pg (horiz)	\$ 450	8" (w) x 2-1/2" (h)
1/4-pg (vert)	\$ 450	4" (w) x 5" (h)
Business card	\$ 250	4" (w) x 2-1/2" (h)

1/4-pg centerfold coupon:
with paid ad or sponsorship \$250; alone \$450

Full-bleed ads are also welcome:

<i>bleed size</i>	8-3/4" (w) x 11-1/4" (h)
<i>trim size</i>	8-1/2" (w) x 11" (h)
<i>live size</i>	8-1/4" (w) x 10-3/4" (h)

Artwork services available at extra cost.

Electronic ad copy guidelines

Publication of the Souvenir Program will be in 8-1/2" x 11" page format and will be done entirely by electronic methods. All copy and ad material must be submitted in electronic format in production-ready form, as specified in this rate card. The preferred submission method is via our program editor's dropbox (at URL <https://www.hightail.com/u/jbdata>). SMALL files and correspondence may also be sent via e-mail (to jbdata@jbdata.com). CD/DVD containing copy/ad content may be mailed to J&B Data Services, 1862 Broadview Drive, Los Alamos, NM 87544-2800. Please provide high-quality digital artwork. Continuous tone material should be provided at no less than 300 dpi WITHOUT any screen. Line art should be provided at no less than 600 dpi. If color artwork is provided, please save the color data in CMYK format.

Preferred image file formats:

- tif/tiff** - uncompressed (all parts in one file)
- psd** - Adobe Photoshop file
- ai** - Adobe Illustrator file
- eps** - Encapsulated PostScript file
- pdf** - Portable Document Format file (in high resolution)
- jpg/jpeg** - with minimal compression

For combined text and graphics:

- pub** - Microsoft Publisher file
- ppt** - Microsoft PowerPoint file (in high resolution)

For text-only copy:

- Microsoft WORD** - please specify / provide any non-standard fonts that must be matched

You may also submit text-only ad copy (in Word) plus a small graphic or logo to be dropped in (submitted in one of the high-quality digital formats listed above). If you choose to submit your ad copy this way, please also provide a printed copy of your intended final layout, to show graphics placement. This option produces a considerably smaller and higher quality file than creating a mostly-text advertisement entirely as a graphic image.

If you have any questions concerning electronic submission of ad copy, please contact our program editor.

If you need assistance producing your advertisement, our program editor (paragraph above) can be hired for ad design, production, and digital conversion. Please see the "artwork services and charges" section of the advertising contract on page 7.

Note: This rate card is laid out in the same format as the pages of the Souvenir Program will be: left and right margins are 1/4"; top and bottom margins are 1/2", with 1/4" within those margins reserved for running headers and footers; content space is centered on the page and 8" x 10" in dimension. Full bleed ads are also available.

➔ Copy deadline: 11 April 2014 ➔