June 16-22, 2014

http://www.nmysa.net/ admin@nmysa.net

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 (~256 teams!). The Tournament is part of the US Youth Soccer National Championships. See the rate card below for ad prices and sizes. All advertising should be submitted in electronic format. See page 2 for technical details. Submit advertising contract (page 7) with your ad copy and payment.

Rate card (digital submission)

size	*cost*	*max. dimensions*
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)
bus. card	$ 250	4" (w) x 2-1/2" (h)

1/4-pg centerfold coupon (see pg 5-6)
with paid ad or sponsorship $250; alone $450

Full-bleed ads are also welcome (see pg 3-4).

See page 7 for artwork services and charges

Souvenir Program Content

- **Schedule of Tournament Events**
- **Complete Match Schedules**
- **Team Rosters**
- **Venue and Local Maps**
- **Welcome Letters**
- **Tournament Rules**
- **Discipline & Appeals**
- **Local Advertising & Discounts**
- **National Sponsor Advertising**
- **State Association Team Support Ads**

To arrange for your advertisement in the Souvenir Program of the 2014 US Youth Soccer Far West Regional Championships, please contact:

Bill Flor (tournament program editor):
phone: (505) 662-7885
cell: (505) 412-8452
fax: (866) 636-2133
e-mail: jbdata@jbdata.com
dropbox: https://www.hightail.com/u/jbdata

Or the State Office at:
phone: (505) 830-2245
fax: (505) 830-2247
e-mail: office@nmysa.net

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 (see pages 5-6).

Copy deadline: 11 April 2014

SOUVENIR PROGRAM
2014 Far West Regionals

published by the

New Mexico Youth Soccer Association

2825 Broadbent Parkway NE, Suite D, Albuquerque, NM 87107
(505) 830-2245 **admin@nmysa.net** *fax:* (505) 830-2247
Technical Director / Coaching Department:
(505) 830-2246 E-*mail:* **coach@nmysa.net**
URL: **http://www.nmysa.net/**

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(vacant)
Protest and Appeals

TOM DICKERSON
Rep to SW Youth Soccer Corp

TOM DICKERSON
Tournament Dir, 2014 FW Regionals

PAUL QUAN
State Youth Referee Administrator

GARY BAUERSCHMIDT
Rules Committee

GARY BAUERSCHMIDT
Long Range Planning

Others

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NMSSA President (Amateurs)

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Chairman, State Referee Committee

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State Referee Administrator

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State Director of Assessment

STEVE SHAFER
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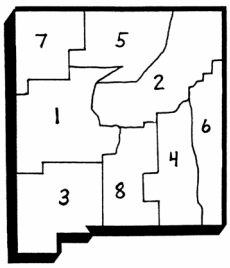
(vacant)
District Two

(vacant)
District Three

(vacant)
District Four

RENNAE ROSS
District Five

MONTY RANDOLPH
District Six



ROBERT SCHRYVER
District Seven

BOOMER LOCKE
District Eight

Electronic ad copy guidelines

Publication of the Souvenir Program for the 2014 US Youth Soccer Far West Regional Championships 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 by 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, Bill Flor, phone (505) 662-7885, fax (866) 636-2133, cell (505) 412-8452, or e-mail jbdata@jbdata.com .

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 available, on request (see pgs 3-4).

1/2-page vertical
maximum 4” (w) x 10” (h)

1/4-page vertical
maximum 4” (w) x 5” (h)

NOTE: Full page ad is
maximum 8” (w) x 10” (h)

NOTE: Full-page full-bleed ads are
available on request:
bleed size 8-3/4” (w) x 11-1/4” (h)
trim size 8-1/2” (w) x 11” (h)
live size 8-1/4” (w) x 10-3/4” (h)

business card
maximum 4” (w) x 2-1/2” (h)

1/2-page horizontal
maximum 8” (w) x 5” (h)

business card
maximum 4” (w) x 2-1/2” (h)

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1/4-page horizontal
maximum 8” (w) x 2-1/2” (h)