2008 TOURNAMENT GUIDE

PROMOTING THE BEST YOUTH SOCCER TOURNAMENTS IN SOUTHERN CALIFORNIA

CALSOUTH

25,000 COPIES DISTRIBUTED NATIONALLY.....EXCELLENCE IN YOUTH SOCCER

(VIA MAIL AND AT THE FOLLOWING SHOWS: NSCAA CONVENTION, SOCCER NATION EXPO, AND US YOUTH SOCCER WORKSHOP)

TOURNAMENT PACKAGE RATE

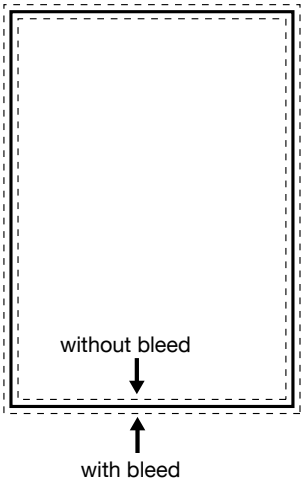
(AVAILABLE TO CAL SOUTH SANCTIONED TOURNAMENTS ONLY)

Tournament Promotional Package..... $500

$500 PACKAGE INCLUDES:

- **1 Full page color Tournament Guide advertisement**
- **WEBSITE: enhanced listing with your tournament logo* AND a 15 word customized description on the Cal South Sanctioned Tournaments page of CalSouth.com (only 1 listing per package)**
- **MAGAZINE: enhanced listing with your tournament logo* AND a 15 word customized description in Cal South Soccer Magazine (only 1 listing per package)**
- **One time mailing to all Cal South coaches through a third-party mail house**

ARTWORK SIZES AND SPECS:



PAGE SIZE: 5" X 7"

IMAGE AREA WITH BLEED: 5 1/4" X 7 1/4"

IMAGE AREA WITHOUT BLEED: 4 3/4" X 6 3/4"

***FOR PRINT ADS:** Please provide a CMYK PDF X1A Print Ready file with a minimum of 300 dpi or as a an EPS file. Please include or embed all images, fonts, links, etc..**

***FOR WEB LOGO:** Please provide an RGB JPEG or GIF (110 px X 110 px @ 72 dpi)*

***Tournaments participating in the Tournament Promotion Package may add logos to their multiple tournament listings on the Cal South Sanctioned Tournaments page of CalSouth.com for the following (first logo free with purchase of Tournament Promotion Package) : 1 additional logo - $250, AND $100 FOR ANY LOGOS THEREAFTER.**

INSERTION ORDER - TOURNAMENT GUIDE

LEAGUE NAME _____ TOURNAMENT NAME _____

CONTACT NAME _____ TITLE _____

ADDRESS _____ CITY _____ STATE/PROVINCE _____ COUNTRY _____ ZIP/POSTAL CODE _____

( ) _____

PHONE _____ E-MAIL _____ WEBSITE _____

ENHANCED LISTING DESCRIPTION (TOURNAMENT DESCRIPTION - 15 WORDS OR LESS)

PAYMENT / BILLING INFORMATION

NAME ON CARD: _____

CREDIT CARD NUMBER _____

☐ AMERICAN EXPRESS ☐ VISA ☐ MASTERCARD

EXPIRE DATE ____/____/____

X _____

AUTHORIZED SIGNATURE

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

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.

X _____

SIGNED _____ TITLE _____ DATE _____

* * If paying with credit card, please fax insertion order to **KIM DYER** at **(714) 441-0715**. If paying by check or money order, please mail Insertion Order with payment to:

CAL SOUTH, ATTN: BRANDY BUELL, 1029 S. PLACENTIA AVE., FULLERTON, CA 92831

CONTACT: BRANDY BUELL, Asst. Office Manager, Phone: 888.429.7276 x. 1559, Fax: 714.441.0715, Email: bbuell@calsouth.com

SUBMISSION DEADLINE: November 2, 2007 - Art And Payment **STREET DATE: January 5, 2008**