



INSERTION ORDER: Cal South Emails

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

BLANE SHEPARD | Director of Business Development | Phone: 714-451-1516 | Fax: 714-441-0715 | Email: bshepard@calsouth.com

EMAIL ADVERTISING

▶

Company Name

▶

Contact Name Title

▶ ▶ ▶ ▶ ▶

Address City State/Province Country ZIP/Postal Code

▶ ▶ ▶ ▶ ▶

Phone Fax Email Website

▶

Product/Service/Tournament

ADVERTISING OPTIONS / RATES

SELECT DESIRED MONTH(S)	January	February	March	April	May	June	July	August	September	October	November	December
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

BANNER SIZES	RATES (PER MONTH)			
	E-NEWS	ADMIN HOT SHEET	TOURNAMENT SPOTLIGHT	ADULT UPDATE
Skyscraper	\$975 ▶ <input type="checkbox"/>	\$775 ▶ <input type="checkbox"/>	\$775 ▶ <input type="checkbox"/>	\$575 ▶ <input type="checkbox"/>
Footer	\$675 ▶ <input type="checkbox"/>	\$575 ▶ <input type="checkbox"/>	\$575 ▶ <input type="checkbox"/>	\$475 ▶ <input type="checkbox"/>
Banner	\$575 ▶ <input type="checkbox"/>	\$475 ▶ <input type="checkbox"/>	\$475 ▶ <input type="checkbox"/>	\$375 ▶ <input type="checkbox"/>
RATE	Bundling packages are available for multiple months or multiple email advertising.			

Please mark your selection in the box(es) above. See artwork spec page (3) for 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 Name & Title Date (MM/DD/YYYY)

If paying with a credit card, please fax insertion order to Cal South at 714-441-0715

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



INSERTION ORDER:
Cal South Emails

CAL SOUTH - Excellence in Soccer | 1029 S. Placentia Ave Fullerton, CA 92831
BLAN SHEPARD Director Business Development Phone 714-451-1511 Fax 714-441-0715 Email bshepard@calsouth.com

EMAIL ADVERTISING

E-NEWS

The **Cal South E-News** is our monthly e-newsletter. It is emailed directly to over 104,000 Cal South member addresses! This list comprises our membership, including players, parents, coaches, administrators, referees and all league/club VIPs. Each issue is filled with educational material distinctly targeted towards the varied interests of Cal South members, including coaching education, college planning, nutrition and fitness education, performance training, referee education, and parent education.

ADMIN HOT SHEET

The **Cal South Admin Hot Sheet** is a monthly email that is sent out to over 25,000 registered Cal South coaches, administrators, referees and league/club VIPs. Each issue of the Admin Hot Sheet is geared toward keeping the administrators of all Cal South affiliate member leagues and clubs aware of the latest news concerning registration, events, deadlines, special announcements, new programs, calendar items and Cal South state tournament updates.

TOURNAMENT SPOTLIGHT

The **Cal South Tournament Spotlight** is a monthly email that is sent out to over 25,000 registered Cal South coaches, administrators and league/club VIPs.

Each issue of the Tournament Spotlight is geared towards keeping our membership aware of tournaments which have upcoming entry deadlines through the end of the following month. Tournaments highlighted in the Spotlight's listings jump out on the calendar.

ADULT SOCCER UPDATE

The **Cal South Adult Soccer Update** is a monthly email that is sent out to over 45,000 registered Cal South adult players, coaches, administrators and league VIPs. The email is filled with the latest adult soccer news, registration deadlines, announcements and tournament dates.



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ARTWORK SPECS

All artwork sizes are specified in pixels as width x height.

CAL SOUTH E-NEWS AD SIZES

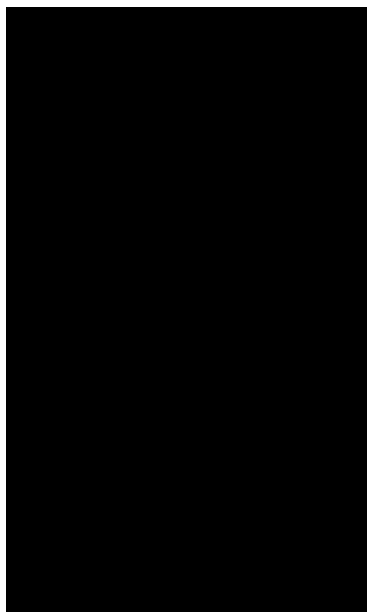
BANNER:

234px x 60px
72DPI



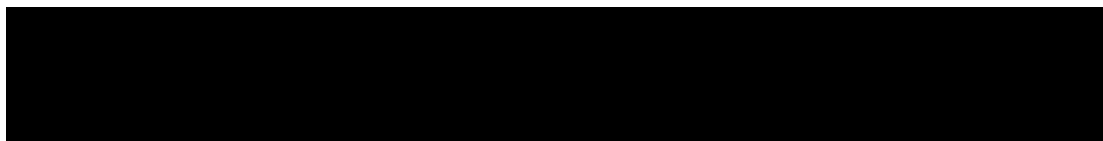
SKYSCRAPER:

240px x 400px
72DPI



FOOTER:

728px x 90px
72DPI



FILE SUBMISSION INFO

- Create or convert files to RGB Color.
- Resolution: 72 DPI resolution.
- Submit files as one of the following file types to maximize compatibility:
.JPEG or .GIF - **NO** Adobe Flash files please.
- Cal South will NOT resize artwork.

Files may be sent directly to our Creative Services Department at creativeservices@calsouth.com.