

Potomac Soccer Wire

ADVERTISING INFORMATION AND RATES



#1 SOCCER e-NEWSLETTER & WEB SITE serving Maryland, Virginia, and D.C. (USA)

10,000-subscriber newsletter

Emailed EVERY Tuesday and Friday

- Nearly 300-issues published and counting
- Emailed every Tuesday and Friday
- Summary of locally-relevant news, notes, boasts, TV, and community discussion
- 10,000 subscribers spread throughout Maryland, Virginia, and D.C.
- Text-only "wire" format not muddled up with banners and logos
- 100-word text classifieds for as little as \$14 per issue (only until January 31, 2010)

See every issue ever published – complete with advertisers – in our archives:

<http://www.potomacsoccerwire.com/wires>

Daily News Web Site

Local soccer news and community

- Locally-relevant news and notes summarized daily
- Hugely popular community discussion boards
- Professional soccer writers' blogs and original stories
- Thousands of daily visits and page views
- Free classified ad options
- Multiple color banner locations and targeting ability for as little as \$100 per month.

See for yourself at:

<http://www.potomacsoccerwire.com/>

MOST POPULAR: Monthly advertising packages combining both our newsletter classified ads AND our web site banner options. Monthly packages as low as \$100/mo. <http://www.potomacsoccerwire.com/advertise>

CALL 703-433-1887 -or- EMAIL: Ads@PotomacSoccerWire.com for questions/details

Reach LOCAL soccer participants, coaches, parents and administrators on a daily basis - just like these advertisers

Soccer Academy - Real Maryland FC - D.C. United - Discovery Cup - Soccer The Brazilian Way - Golden Boot Soccer - Soccer Resort - Prince William Soccer - Maryland Soccer Foundation - Crystal Palace USA - Northern Virginia Royals/Majestics - FC Virginia Washington Freedom - VA Rush - Fairfax Police Youth Club - Hempfield Soccer Club - Champions Field House - Chesterfield United - Elite Tournaments - FC Rockville - Discovery Cup - Thunder Soccer Club - Great Falls Soccer - Premier Athletic Club - RISE Indoor - Max Touch Soccer Academy - Setanta Sports - Soccer Resorts - Twin Cities Youth Soccer - Baltimore Bays

Rate Card - Email Newsletter Only

The Potomac Soccer Wire Email Newsletter. Sent every Tuesday and Friday to over 10,000 soccer coaches, players, parents, referees, and administrators throughout Maryland, Virginia, and DC.

Text Classifieds in 10,000+ Subscriber Tuesday/Friday Email Newsletter	1 Issue	3 Issues	5 Issues	10 Issues	Per Issue after 10th Issue
1-Line Newsletter Text Listing	n/a	\$24	\$35	\$60	\$5
75-Word Newsletter Classified	\$40	\$99	\$150	\$250	\$20
Newsletter Sponsorship	\$75	\$225	\$375	\$750	\$75

- 1-Line Text Listing: One line headline that links to your website or email
- 75-Word Classified: Headline near top of newsletter, and up to 75 words of text and links in ad
- Sponsorship: Exclusive "Issue Sponsor" exposure at top of newsletter, only one available per issue

Rate Card – Website Only

#1 Website and online community focused exclusively on local soccer issues throughout Maryland, Virginia, and DC. Both color banners and text classified ads available.

Display Banners and Classifieds on Website	1 Month	2 Months	3 Months	6 Months	1 year
Text-only Classified	\$10	\$20	\$30	\$60	\$100
Small Banner	\$100	\$190	\$250	\$450	\$750
Large Banner	\$200	\$380	\$500	\$900	\$1,500

- Classified: Dedicated page of unlimited text-only content in Classified section of website
 - Small Banner: 40,000 monthly impressions of 160x160 or 468x60 pixel banner
 - Large Banner: 40,000 monthly impressions of 728x90, 300x250, or 160x600 pixel banner
- *Note: Banners must be provided ready-to-use, or we can design for \$50/banner

Rate Card – Website AND Newsletter Combination Packages

For maximum exposure since some readers only read the newsletter, while others only visit the website. These four combination offers include a discount over a-la-carte from each rate card above.

Discount Packages Combining Newsletter and Website	1 Month	2 Months	3 Months	6 Months	1 year
BUDGET Package	\$130	\$240	\$330	\$585	\$1,000
BASIC Package	\$225	\$430	\$615	\$1,140	\$2,000
FULL Package	\$400	\$750	\$1,100	\$1,650	\$3,000
DOUBLE Package	\$560	\$1,000	\$1,500	\$2,200	\$4,000

- BUDGET: Small website banner, plus 9 issues of 1-line text classified listing in newsletter
- BASIC: Small website banner, plus 9 issues of 75-word text classified ad in newsletter
- FULL: Large website banner, plus 9 issues of 75-word text classified ad in newsletter
- DOUBLE: Two Large website banners, plus 9 issues of 75-word text classified ad in newsletter

**See following page for sample text classified listings and diagram showing layout of different website banner placement options.

Potomac Soccer Wire Ad Placement Contract (fax completed form to 800-879-0086)

Company / Organization Name: _____

Contact: _____ Email: _____

Address: _____

City, State, Zip: _____

Telephone: _____ Fax: _____

Build Your Own	Months/Issues	Rate	Sub Total
<u>Web Site Classified</u>	_____	_____	_____
<u>Newsletter Classified</u>	_____	_____	_____
<u>Newsletter Sponsorships</u>	_____	_____	_____
<u>Small Web Site Banner</u>	_____	_____	_____
<u>Large Web Site Banner</u>	_____	_____	_____
<u>BASIC Package</u>	_____	_____	_____
<u>FULL Package</u>	_____	_____	_____
<u>SUPER Package</u>	_____	_____	_____
_____	_____	_____	_____

Sub-Total \$ _____

Contract Total \$ _____

Payment Info

My check payable to HummerSport, LLC is enclosed

Email invoice to _____ so I can pay by PayPal.

Bill this credit card:

_____/_____
 card # expire code name on card signature

Advertising Content: HummerSport, LLC reserves the right to refuse any advertisement for any reason. Advertiser is responsible for providing all original advertising files as required by HummerSport to post online or in a newsletter without the need for alterations or editing by HummerSport. Alterations* or editing* required by HummerSport must be authorized by client/advertiser in advance and will be billed at the rate of \$50 per hour, with a 60-minute minimum billing increment.

Usage Statistics: HummerSport makes no guarantee of any level of web site traffic or email open rates at any time other than minimum page views promised with a banner purchase. HummerSport shall not be held liable for any claims as they relate to published or unpublished usage statistics.

Fax completed contract to 800-879-0086 or scan and email to ads@potomacsoccerwire.com.

Signed/Authorized By: _____ Date: _____