

# 2018-19 MEDIA KIT



# WHO WE ARE

Since 1972, Eastern Pennsylvania Youth Soccer has worked throughout Eastern Pennsylvania's 36 counties to promote, foster, and perpetuate the game of soccer to the region's youth. Through competitions, educational programs, workshops and coaching clinics, each year Eastern Pennsylvania Youth Soccer impacts the lives of more than 125,000 youth soccer players from ages five to 19. Additional information is available at [www.EPYSA.org](http://www.EPYSA.org).

Eastern Pennsylvania Youth Soccer Association exists to promote, foster and perpetuate the game of soccer on the youth level in the territory designated as Eastern Pennsylvania and foster the mental, physical and emotional growth of the Eastern Pennsylvania youth through the sport of soccer.







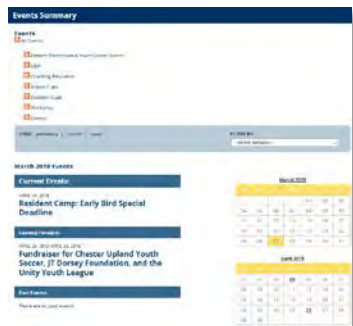
Eastern Pennsylvania Youth Soccer offers programming for all players. Visit [EPYSA.org](http://EPYSA.org) for more information.





# EPYSA.org is the resource for youth soccer in Eastern Pennsylvania

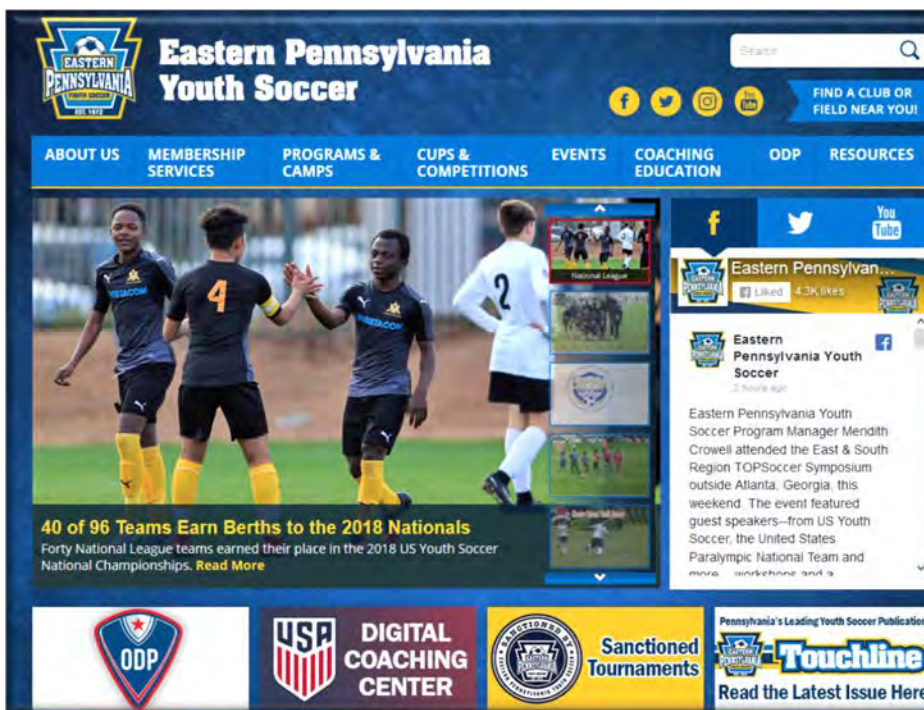
The one-stop shop for parents, coaches and administrators involved with the game in Eastern Pennsylvania. Check out the latest news, event updates, video, photos and more. The site also serves as a great resource for educational materials.



## Calendar of Events



## Coaching Education Resource Materials



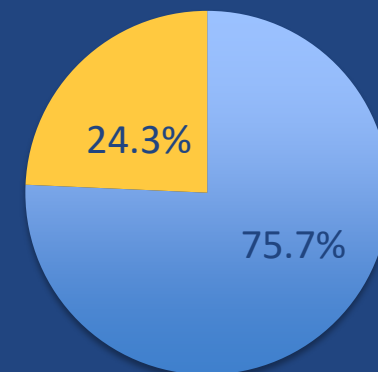
## WEBSITE TRAFFIC

ANNUAL UNIQUE USERS

236,656

ANNUAL PAGE VIEWS

2,193,536



 New Visitors

 Returning Visitors

Join in the Fun! Follow along on social media @EPAYouthSoccer







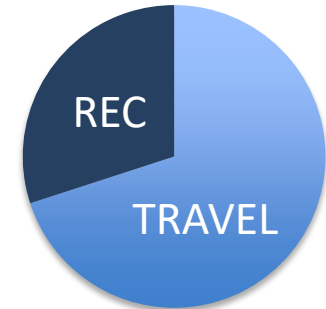
# Touchline



## READERSHIP

Delivered to 63,000 households

- 44,000 Travel Players, Coaches and Administrators
- 19,000 Recreational Players, Coaches and Administrators
- 57 Counties within Pennsylvania, New Jersey, Delaware and New York



**35,000 Households within the Greater Philadelphia Area**

*Touchline* is the official publication for Eastern Pennsylvania Youth Soccer. Printed four times annually, *Touchline* is mailed to 63,000 households of soccer players, parents, coaches and administrators in Eastern Pennsylvania.

It is the news source for official rules, events, tournaments and all other programs. Issues feature contests, player and team profiles, coaching and training tips. This publication offers special advertising and marketing programs available to you.



# Touchline

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## 2018 Publication Deadlines

Issue	Materials Due:	In Home:
Spring	February 27	March 28
Summer	May 25	June 20
Fall	August 1	September 5
Winter	October 31	December 5

**Eastern  
Pennsylvania's  
leading youth soccer  
publication**

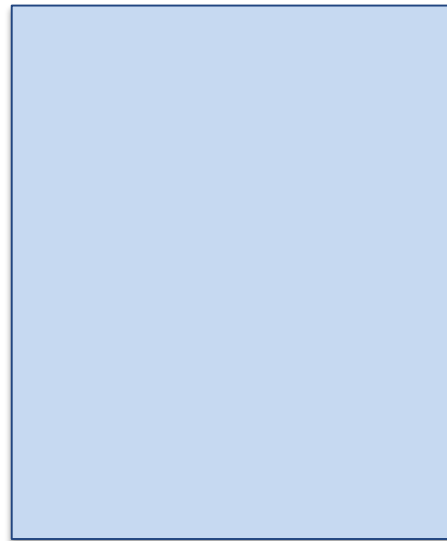


# Touchline Ratecard

Full-year commitment  
includes additional opportunities

## Ad Rates

Full Page Premium	\$2,495
Full Page	\$1,995
Half Page	\$1,195
Quarter Page	\$700



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