



ADVERTISING RATES AND PACKAGES

GROW YOUR BRAND WITH SOCCERWIRE.COM

- **Thousands of daily readers**
- **Targeted youth soccer audience**
- **Multiple options to fit your needs**

JOIN US TODAY!



ABOUT US

Soccer Wire is committed to covering all things related to the Player Development Pyramid in the USA. We feature three very popular and continuously growing newsletters and a powerful new website.

Our newsletters include the Potomac Soccer Wire, Tri-State Soccer Wire, and our nationally focused Recruiting and Tournament Wire.

The re-vamped SoccerWire.com boasts a powerful search engine enabling nearly instantaneous filtering to make it easy to find the nation's top players, tournaments, leagues, and clubs.

Our unique focus on covering "local" soccer news of most interest to participants, decision makers and influencers within the youth club soccer world is praised by our readers. As we near our 15th year, we hope you'll join us in continuing to help grow the greatest game in the world.

ADVERTISE WITH SOCCERWIRE

Grow your brand with the help of Soccer Wire. We offer two primary forms of advertising platforms – our website and our newsletters. You can advertise on either one of those, or choose a package that combines the two. Both the website and newsletters are ideal for anyone trying to reach youth soccer coaches, parents, administrators, and players, as well as the college coaches focused on recruiting their next young star.

WEBSITE

Marquee Slider (only available in packages)

- **Large Positions** (Top page leaderboard & right side-bar)
 - \$12 per 1,000 views (targeted by state)
 - \$8 per 1,000 views (nationwide)
- **Medium In-Article Position** (bottom of articles)
 - \$5 per 1,000 views (targeted & national)

NEWSLETTER

Issue sponsors only available for Premier Partner Clubs

- **Regional (Potomac / Tri-State)**
 - **Featured ads** (\$25/issue - \$200/month)
- **National Recruiting & Tournament**
 - **Featured tournament** (only for Featured Tournaments)

PACKAGES

- **Potomac or Tri-State Region Monthly**
 - **Premier** - \$500/month (\$650 value)
 - **Basic** - \$325/month (\$410 value)
- **Mid-Atlantic (Potomac & Tri-State) Region Monthly**
 - **Premier** - \$800/month (\$1,025 value)
 - **Basic** - \$575/month (\$725 value)
- **Nationwide "Everything" Monthly**
 - **Premier** - \$1,000/month (\$1,425 value)
 - **Basic** - \$825/month (\$1,050 value)

The screenshot displays the SoccerWire.com website interface. At the top, there's a search bar and navigation links. The main content area features several sections: 'LARGE POSITIONS' with a prominent banner, 'NEWS BY CATEGORY' with a sidebar, and 'FEATURED TOURNAMENTS' with a sidebar. A 'SOCCER WIRE' logo is visible in the top left. The bottom section highlights 'ARTICLE AD' and 'PACKAGE ONLY' options. A 'NEWSLETTER (TEXT ONLY AD)' banner is at the very bottom.



ADVERTISING RATES AND PACKAGES

WEBSITE REACH

Daily Visitors - 2.4k+

Monthly Visitors - 75k+

Monthly Views - 175k+

Yearly Views - 2M+

NEWSLETTER SUBSCRIBERS

Recruiting & Tournament Wire - 50k+

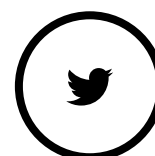
Potomac Soccer Wire - 25k

Tri-State Soccer Wire - 10k



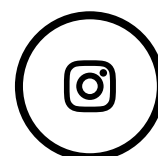
3.5k+

@SOCCERWIRE



12.8k+

@THESOCERWIRE



1k+

@SOCCERWIRE

WEB & NEWSLETTER PACKAGE COMPONENTS

POTOMAC REGION

Includes website banners focused only in **DC, Delaware, Maryland, Virginia, and West Virginia** and our twice-weekly Potomac Soccer Wire email newsletter

TRI-STATE REGION

Includes website banners focused only in **New York, Connecticut, New Jersey and Eastern Pennsylvania** and our twice-weekly Tri-State Soccer Wire email newsletter

MID-ATLANTIC REGION

Combines both our **Potomac** and **Tri-State** Packages into one at an even greater discount

PREMIER monthly (Potomac or Tri-State) - \$500/month

- 1 Sponsorship of Tri-State or Potomac Soccer Wire email newsletter (\$100 value)
- Featured Ad in every issue of TSSW or PSW email newsletter (\$200 value)
- 20,000 Large Premium Banner Views (\$200 value)
- 20,000 Small Search + Article Page Banner Views (\$100 value)
- 1 Tweet/week from @TSSWire or @PSWire (\$50 value)

BASIC monthly (Potomac or Tri-State) - \$325/month

- Featured Ad in every issue of Tri-State Soccer Wire or Potomac Soccer Wire email newsletter (\$200 value)
- 20,000 Large Non-Premium Banner Views (\$160 value)
- 10,000 Small Search + Article Page Banner Views (\$50 value)

PREMIER monthly (Mid-Atlantic) - \$800/month

- Sponsorship of 1 Potomac Soccer Wire + 1 Tri-State Soccer Wire email newsletter (\$200 value)
- Featured Ad in every issue of PSW + TSSW email newsletter (\$400 value)
- 25,000 Large Premium Banner Views (\$250 value)
- 25,000 Small Search and Article Page Banner Views (\$125 value)
- 1 Tweet/week from @PSWire + @TSSWire (\$100 value)

BASIC monthly (Mid-Atlantic) - \$575/month

- Featured Ad in every issue of Potomac Soccer Wire email newsletter (\$200 value)
- Featured Ad in every issue of Tri-State Soccer Wire email newsletter (\$200 value)
- 25,000 Large Non-Premium Banner Views (\$200 value)
- 25,000 Small Search and Article Page Banner Views (\$125 value)

NATIONWIDE "EVERYTHING" PACKAGE

This is the **Mid-Atlantic Package** for our newsletters portions **PLUS** we double the website banner views provided to capture readers in all of the lower 48 of the United States.

PREMIER monthly - \$1,000/month

- Sponsorship of 1 Potomac Soccer Wire + 1 Tri-State Soccer Wire email newsletter (\$200 value)
- Featured Ad in every issue of PSW + TSSW email newsletter (\$400 value)
- 50,000 Large Premium Banner Views (\$500 value)
- 50,000 Small Search and Article Page Banner Views (\$250 value)
- 1 Tweet/week from @TheSoccerWire (\$75 value)

BASIC monthly - \$825/month

- Featured Ad in every issue of Potomac Soccer Wire + Tri-State Soccer Wire email newsletter (\$400 value)
- 50,000 Large Non-Premium Banner Views (\$400 value)
- 50,000 Small Search and Article Page Banner Views (\$250 value)