



Wyoming Soccer Association Advertising Guidelines



Through Wyoming Soccer Association’s (WSA) advertising package, businesses are given an opportunity to provide a direct way for WSA’s affiliates, coaches, administrators, volunteers, players and family members to find products and/or services that appeal to their needs. With coverage of state and local club news, upcoming events, rule changes, and links to member and affiliate organizations, the website is frequently updated to keep the most, current up-to-date information available day and night to all members. The official Wyoming Soccer Association website, www.wyomingsoccer.com is a valuable opportunity for advertisers to reach over 6,500 registered players and their parents and over 2,000 coaches, administrators, officials and volunteers. On average, the WSA site is visited over 6,000 times per month. WSA offers a limited number of advertisements on the homepage of the website with discounts available for members. For more information contact Lisa Hulshizer by phone at (307) 742-2306 or by email at wssa@wyomingsoccer.com.

Advertising on the WSA web site is ideal for many types of businesses including, but not limited to:

- Chiropractic Offices
- Dental
- Orthopedics and Sports Medicine
- Sports & Fitness Services/Clubs
- Health Industry
- Sports Equipment

Advertising Guidelines:

- All ads must be approved by WSA
- The content of all ads must be appropriate for youth and families
- All ads will include link to advertiser’s web site (must provide url of the page the ad should link to)
- Logos should be submitted in .jpg format
- Ad copy and graphics shall become property of WSA
- Advertising fees must be paid prior to placement of ad on site
- Ad cycles are for 3, 6, 9 or 12 months (prices are per cycle, not per month).
- Advertising plans at the 6 month or higher cycle may be changed ONLY at the end of each 3 month period.

Pricing Schedule

Ad Type	3 Months	6 Months	9 Months	12 Months
Static	\$150	\$270	\$360	\$420
Scrolling	\$105	\$180	\$225	\$240

WSA Members will receive a 5% discount on 3-month cycles, a 10% discount on 6-month cycles and a 15% discount on 9- and 12-month cycles.