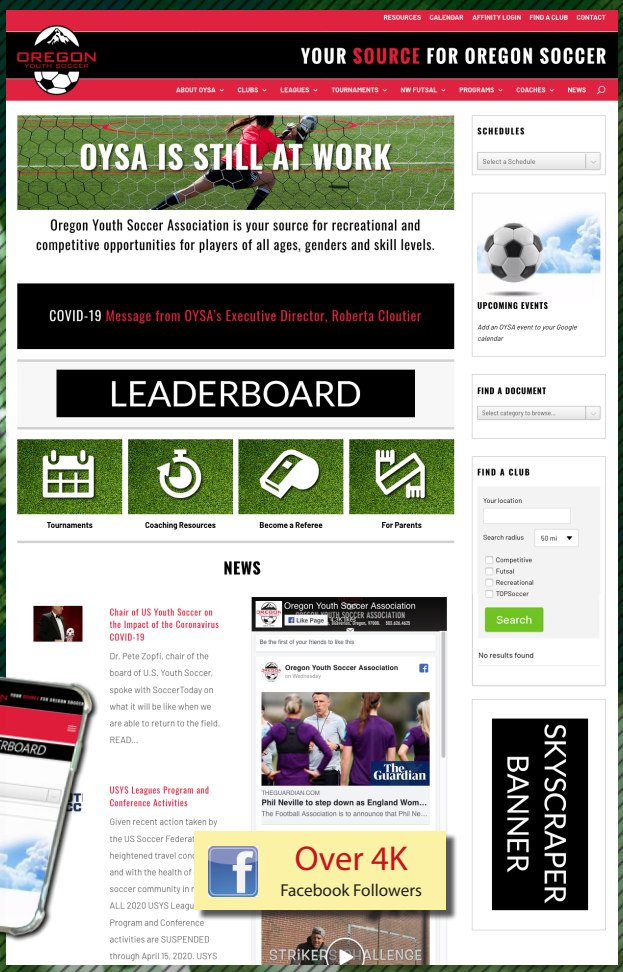
DIGITAL MEDIA KIT
WEB STATS: Sept 2020 - Sept 2021

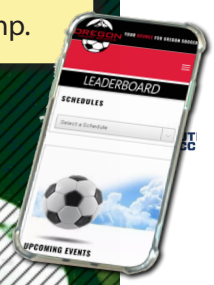
OREGON YOUTH SOCCER

TOTAL USERS PER YEAR
167,259



LEADERBOARD BANNER AD
728 X 90

4000 impressions per month
$600/mos.
Avg: .15/imp.



SKYCRAPER BANNER AD
300 X 600

4000 impressions per month
$400/mos.
Avg: .10/imp.

Over 4K
Facebook Followers

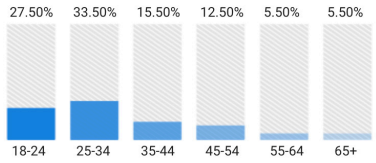
PAGE VIEWS

Top Posts & Pages

Today | Yesterday | Summaries

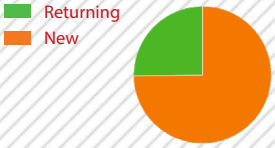
Title	Views
Home	338
Fall U11-19	125
Coaching Resources	70

AGE OF USER



BOUNCE RATE

NEW vs RETURNING



AVG. SESSION TIME

02:12

MARKETING MENU

GOAL LINES MAGAZINE

Example: March 2016 – http://tinyurl.com/zw8kynnhas received up to 11,903 hits in its opening 3-day period and averages 4:18 min. reader time per visit.

- Full page ad (max 3 per issue): (1 month - $300, 2 consec. months - $525,
- 3 consecutive months - $700)
- Half page ad (max 1 per issue): (1 month - $200, 2 consec. months - $325,
- 3 consecutive months - $500)
- Banner ad (max 3 per issue): (1 month - $100, 2 consec. months - $175,
- 3 consecutive months - $250

DIRECT MAIL

Our membership database allows us to access a variety of options for your direct marketing needs. We are able to sort members by type, age, location and more.

- Mailing labels - cost $0.10 per label (non-members)
- Mailing labels - cost $0.08 per label (members)

EMAIL BLAST

Blast emails can also be sorted by membership type.

- Our current database has 57,000 player and coach email addresses
- Cost $0.5 per address (non-members)
- Cost $0.3 per address (members)

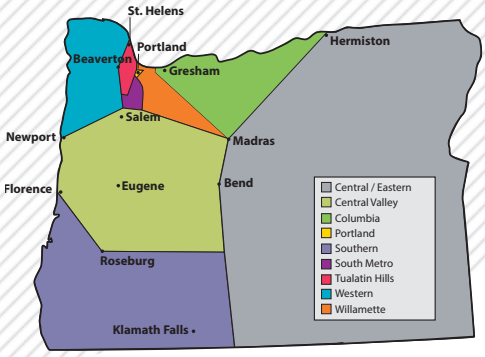
WEBSITE

OregonYouthSoccer.org has received up to 5,500 hits in one day and averages 4 page views per visit.

- Footer Banner Advertisement (1 weeks $100, 2 weeks $175, 1 month $300)
- Non-OYSA Club Event Calendar Post ($100 one-time fee)
- Logo in our Sponsorship Box for official OYSA Sponsors
- Non-OYSA Member Job Posting $15 per week

OREGON'S SOURCE FOR SOCCER

We have Member Clubs in every major city of Oregon.



FOR ADVERTISING OPPORTUNITIES WITH OREGON YOUTH SOCCER ASSOCIATION, PLEASE CONTACT ROBERTA COULTIER, EXECUTIVE DIRECTOR

roberta@oregonyouthsoccer.org | 503.626.4625 | oregonyouthsoccer.org