

# AMERICAN FOOTBALL COACHES ASSOCIATION



## Get in the game with AFCA.

### The Advantage

- The *AFCA Directory* is mailed directly to more than **10,000 coaches** across the nation.
- Members of the AFCA represent more than **90 percent** of head coaches at **more than 700 schools**.
- **AFCA members are the decision-makers** in the U.S. high school, college and professional football industries.
- AFCA members are part of the purchasing power that contributes to the **\$75 billion sporting goods industry**.

### Partner with a Winning Team

- Founded in 1921, the AFCA is considered the primary professional association and stands as the single entity solely representing all levels of football and the football coaching profession.
- The AFCA works closely with other national organizations representing all levels of athletic and football competition.
- The AFCA teams with *USA Today* to select and honor national football champions.
- The AFCA was instrumental in the creation of NCAA Football. NCAA Football is a coalition including the AFCA, NCAA, NACDA and Collegiate Commissioners Association that was formed to improve, preserve and promote the game of college football.

### The Receivers

AFCA represent more than 10,000 coaches from the United States as well as Europe, Canada, Australia, Japan and Mexico. All levels of coaching are represented, including: Collegiate Head Coaches • Collegiate non-head coaches • Junior College Head Coaches • Junior College non-head coaches • High School coaches • Professional Coaches.

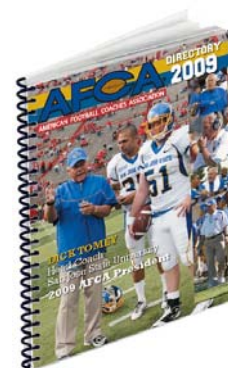
**Network with these key decision-makers and influencers all year long!**

**For more information, please contact:**

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**Score with AFCA members throughout the year**



### AFCA DIRECTORY PRINT EDITION

The *AFCA Directory 2010* is a 8.375" x 10.875", spiral-bound, full-color publication containing up-to-date association and industry information.

The annual directory connects AFCA members with the product and service providers they need. The popular networking tool and purchasing guide is used throughout the year by members.

Premium advertising positions and editorial adjacencies are awarded on a first-come, first-served basis. All space reservations require a completed insertion order received on or before the sales close date. Invoices are issued upon publication.

*AFCA members understand the importance of supporting the businesses that support their association and industry.*

To learn more about American Football Coaches Association, visit:

[www.afca.com](http://www.afca.com)

## Net Advertising Rates

All rates are per insertion. Invoices issued upon publication.

**Revisions and Proofs:** \$50.00  
**Position Guarantee:** 15% Premium

### Full-Color Rates

**1x**

Double-Page Spread	\$5,909.50
Outside Back Cover	\$4,679.50
Inside Front or Inside Back Cover	\$4,679.50
Full Page	\$3,719.50
2/3 Page	\$3,329.50
1/2 Page	\$2,669.50
1/3 Page	\$2,219.50
1/4 Page	\$1,899.50
1/6 Page	\$1,679.50
1/8 Page	\$1,489.50

### Black-and-White Rates

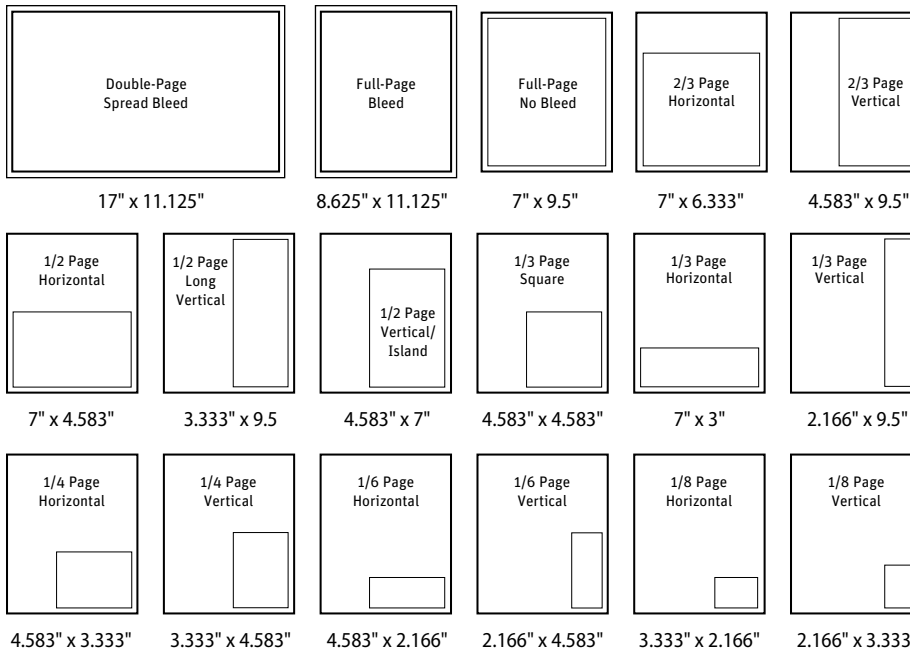
**1x**

Full Page	\$2,869.50
2/3 Page	\$2,479.50
1/2 Page	\$1,819.50
1/3 Page	\$1,369.50
1/4 Page	\$1,049.50
1/6 Page	\$829.50
1/8 Page	\$639.50

**Don't have an ad created?** With our complimentary production services, Naylor, LLC provides professional ad assembly and layout services to non-agency clients at no charge.

## Print Advertising Specifications

Directory/Magazine Trim Size: 8.375" x 10.875"



**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

**DPS Live Area:** 15.417" x 9.5"

**Full-Page Live Area:** 7" x 9.5"

### Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

### Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor Web site at [www.naylor.com](http://www.naylor.com) and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

### Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.