

# MISSISSIPPI COACH

The Official Publication of the Mississippi Association of Coaches



The official publication of the *Mississippi Association of Coaches*

## REACH THE ATHLETICS DECISION-MAKERS

*Mississippi Coach* is the most cost-effective way to reach **3,954 coaches and athletic directors** at educational institutions throughout the state of Mississippi.

As the official magazine of the **Mississippi Association of Coaches**, *Mississippi Coach* provides readers with the localized coaching information they want and need.

This highly targeted marketing tool is published twice annually (Spring & Fall), allowing you consistent messaging during key purchasing cycles.

The Mississippi Association of Coaches reaches:

- Coaches
- Athletic Directors
- Assistant Coaches

**Total Circulation: 3,954**

**Call us today at**  
**615-790-3718**  
**888-717-7141 (Toll Free)**

www.LeadingEdgeCommunications.com  
 206 Bridge Street | Franklin, TN 37064



Leading Edge Communications

# MISSISSIPPI COACH

## FULL PAGE AD

	2X	1X
Black & White:	\$1,239	\$1,371
Color:	\$1,606	\$1,739

## 2/3 PAGE

	2X	1X
Black & White:	\$1,030	\$1,181
Color:	\$1,398	\$1,549

## 1/2 PAGE — Island or Horizontal

	2X	1X
Black & White:	\$888	\$985
Color:	\$1,256	\$1,352

## 1/3 PAGE — Vertical or Square

	2X	1X
Black & White:	\$549	\$608
Color:	\$917	\$975

## BUSINESS CARD — Vertical or Horizontal

	2X	1X
Black & White:	\$340	\$376
Color:	\$708	\$743

## AD DESIGN

Leading Edge can design your ad at an affordable rate. Give us a call for details.

## SPECIAL POSITIONS AVAILABLE:

Back Cover:	Additional \$472
Inside Front Cover:	Additional \$394
Inside Back Cover:	Additional \$358
Double Page Spread:	Additional \$689
Power Page Spread:	CUSTOM

## DIGITAL EDITION: EBLAST ADS:

Full Page: \$1,050	Leader Board: \$263
Half Page: \$630	Side Bar: \$210

## DIGITAL MARKETPLACE:

QR Code ads: \$104

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BUSINESS  
CARD HORIZ.

1/3 PAGE  
VERT.



1/2 PAGE  
ISLAND



FULL  
PAGE



1/2 PAGE  
HORIZ.

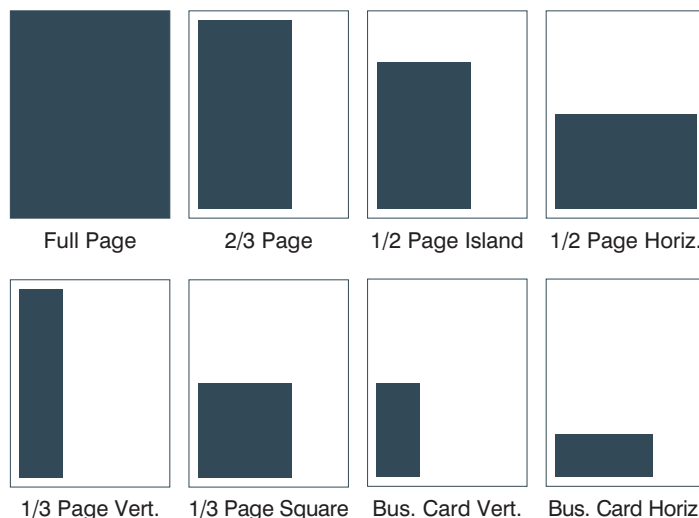
1/3  
PAGE  
SQUARE

BUSINESS  
CARD VERT.

## PRINT AD SPECIFICATIONS

SPACE SIZE	WIDTH (in inches)	DEPTH (in inches)
Full Page*	8.375"	10.875"
Power Page, Left*	7.625"	10.875"
Power Page, Right*	8.25"	10.875"
2/3 Page	4.875"	9.875"
1/2 Page Island	4.875"	7.66"
1/2 Page Horiz.	7.375"	4.937"
1/3 Page Vert.	2.25"	9.875"
1/3 Page Sq.	4.875"	4.937"
Bus. Card Vert.	2.25"	4.937"
Bus. Card Horiz.	4.875"	2.25"
QR Code Ad	3.75"	2"

\*ONLY FULL PAGE ADS BLEED.



### FOR FULL PAGE PRINT ADS:

- Bleed size: 8.625" x 11.125"  
(for full page ads; .125" on all sides)
- Trim size: 8.375" x 10.875"
- Live area: 7.875" x 10.375"  
(vital copy must remain .25" from trim size)

### PRINT AD FILE FORMAT:

- PDF (Portable Document Format) is the required file format for print ads
- Images must be high resolution (300 dpi preferred), saved as CMYK or Grayscale.
- All fonts must be embedded or converted to outlines.

## EMAIL BLAST AD SPECIFICATIONS

SPACE SIZE	WIDTH (in pixels)	DEPTH (in pixels)
Email Blast Leader Board	468	60
Email Blast Sidebar	120	240

### EMAIL BLAST AD FILE FORMAT:

- Submit Email Ads as .jpg or .gif format
- Format images in RGB color values
- Any URL's referenced must be active
- Resolution of 72dpi & set to maximum quality;  
makes for quick & easy downloading
- 1 MB maximum file size

## HOW TO SUBMIT YOUR AD

### SUBMIT ADS VIA EMAIL TO:

[info@LeadingEdgeCommunications.com](mailto:info@LeadingEdgeCommunications.com)

### UPLOAD YOUR AD:

Go to:

<http://leadingedgecommunications.com/files/upload.php>

- Username: leupload
- Password: upload2le
- Follow instructions on screen to upload your ad



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