



The Scoop is the official Magazine of Mass Bay Youth Lacrosse. Three issues will be digitally published in 2018. Mass Bay Youth Lacrosse League is made up of 97 programs covering 140 towns, 2000 volunteer coaches and more than 12,000 youth players.

ISSUE I: Distributed on May 15, 2018

ISSUE II: Distributed on July 15, 2018

ISSUE III: Distributed on November 15, 2018

Distribution: 30,000 emails

2018 ADVERTISING RATES:

THE SCOOP - 2018	<u>1x</u>	<u>2x*</u>	<u>3x*</u>
Full Page	\$395	\$695	\$945
Full w/ discount offer**	\$345	\$595	\$795
Half Page	\$250	\$450	\$625
Half w/ discount offer**	\$200	\$350	\$475
Quarter Page	\$150	\$250	\$350
Quarter w/ discount offer**	\$100	\$175	\$250

* Purchasing advertising for multiple issues would require full payment prior to the first publication.

**Advertisers that include a discount offer to Mass Bay Youth Lacrosse members in the ad will receive a discounted ad rate.

Full Page ads can be in PDF, JPEG or PNG format. Half/Quarter Page Ads must be in JPEG or PNG format.

The Scoop can link all advertisements to advertiser's webpage, PDF, blog, or other digital medium.

All lacrosse organizations, leagues, tournaments, camps, clinics and club teams will require MBYLL Board of Directors' approval.

Ads must be reserved at least 10 days prior to publication date.

View a 2017 Issue of The Scoop – [CLICK HERE](#)

Contact Kevin Barney, MBYLL Director of Sales & Marketing @ kbarney@mbyll.org or 508-328-5634 to reserve your ad space