

The background of the entire page is a photograph of two football players in blue jerseys with "ARGOS" and numbers "9" and "82" running on a field. The player with number 82 is holding a flag. The AFCAMAGAZINE logo is overlaid in the center, with the "A" and "M" in white and the "FC" in a stylized font with a football in the center. The word "MAGAZINE" is in white below it.

AFCAMAGAZINE[®]

2021 MEDIA KIT

Utilize The **Unmatched Reach** And **Buying Power** Of The American Football Coaches Association's Media Platform To **Grow** Your Business In 2021!



The AFCA... And The POWER Of The Football Market!

The **American Football Coaches Association (AFCA)**, founded in 1921, maintains a unique leadership position among coaching associations in school sports. As the largest and only national organization for football coaches, the AFCA is an effective, highly respected organization dedicated to helping football coaches through education, interaction and networking, while keeping a priority focus on the well being of the game's athlete participants.

Members of the AFCA possess great affinity for the organization and are professionals who take pride in describing themselves as AFCA Members.

AFCA Member affinity manifests itself each year through:

1. **Agile Adaptation To Practical Coaching Needs At The AFCA Convention.** Considered the benchmark event for school sports associations, the AFCA Convention continues to attract the top minds in football coaching each year.
2. **Unmatched Readership For Content Published By AFCA's Media.** Members of the AFCA continue to devour content coming from the AFCA brand — including *AFCA Magazine* (print publication), the *AFCA Insider* weekly email newsletter, AFCAInsider.com and social media.

POWER of the FOOTBALL MARKET

According to the most recent data published by the **NCAA** (National Collegiate Athletics Association), **NFHS** (National Federation of State High School Associations) and **NJCAA** (National Junior College Athletic Association), football was the No. 1 Participation Sport in all of college and high school athletics with **1,118,294 total players**.

For companies selling products and services to the school sports market, this critical statistic brings to light several key realities on the importance of reaching the AFCA Member Audience.

- ✓ **Football Programs** — control the largest portion of a school's athletic budget.
- ✓ **Football Programs** — have access to the most robust, largest groups of former alumni and booster clubs to secure additional funding for purchases.
- ✓ **Football Programs** — with over a million players — hold the largest capacity for fundraising outside of the school's athletic budget.



MULTI-PLATFORM

THE AFCA'S OFFICIAL MEDIA: THE PLATFORM MATTERS!

AFCA's Media Platform Successfully Leverages Powerful Editorial, With An Array Of Cutting-Edge Multimedia!

Reaching a targeted audience is the goal of any media platform, but keeping that group's attention is a whole other matter entirely.

AFCA Media utilizes a proven, winning formula of providing high-quality, original content — distributed to an audience who has great affinity and deep respect for the AFCA brand and logo. This successful media strategy utilizes...

AFCA Magazine

- 6 Issues Per Year
- 18,500 Mailed Circulation



2022 AFCA Convention: Exhibits, Sponsorships & Marketing Programs

- Places Your Company's Brand & Products In Front of Every Attendee at the AFCA Annual Convention in January 2022.



AFCA Insider Digital Platform

- Emails Each Week To 26,800+
- Utilizes a Digital Platform of Weekly Emails and a Daily Website Presence to Carry Your Marketing Message to the Football Market's Buying Decision-Makers Nationally.



AFCA Social Media Platform

- Reaches 137,000+ Followers
- Daily Posts To An Interactive And Engaged Football Market Audience.

AFCA's Digital Media Reach:

Here are the straight facts about AFCA's Digital Media.

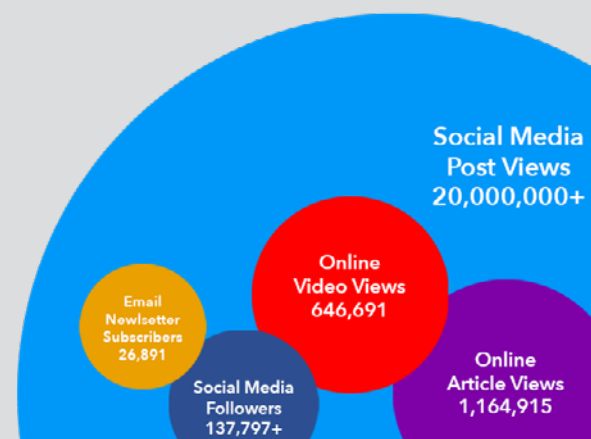
Email Newsletter Subscribers:
26,891

Social Media Followers:
137,797

Online Video Views:
646,691

Online Article Views:
1,164,915

Social Media Post Views:
20,000,000+



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AFCA
MAGAZINE

PERFECT CIRCULATION



AFCA Magazine is mailed to a circulation of 18,500 individuals. Published six times every year, our readers include the full memberships of the following leading organizations:

- ✓ American Football Coaches Association (AFCA)
- ✓ Collegiate Strength and Conditioning Coaches Association (CSCCca)
- ✓ Athletic Equipment Managers Association (AEMA)
- ✓ All College Football Equipment Managers From All Levels Of Collegiate Football.

Our readers represent the decision-makers for the products, services and brands purchased by football programs and athletic departments in the school athletics market nationwide.

BUDGET DRIVERS

The football program is the financial driver for athletic departments in the school sports market. Gaining dominance with the football program ensures sales opportunities for your business among the entire athletic department. This includes all sports, strength and conditioning, sports medicine, coaching products and administrative products and services.

DECISION MAKERS

The 18,500 readers of *AFCA Magazine* are the keys to the athletic department budget. Establish lifelong brand preference for your products and enjoy repeat, large team orders year-over-year.

AFCA Magazine readers are also a primary influence on today's athletes, parents and booster clubs, affording you the opportunity to build an army of advocates actively promoting your products.

Influence. Leadership. Affinity. Buying Power. AFCA Media.





**AFCA MAGAZINE — The Official Magazine
of the American Football Coaches Association**

2021 EDITORIAL CALENDAR

(January Through June)

AFCA Magazine's mission is to deliver timely, directly relevant information from top-tier experts at all levels of football coaching to the members of the AFCA in a visually appealing editorial format.

Every issue of *AFCA Magazine* helps football coaches, athletic performance coaches, equipment managers and athletic administrators improve and win more games by providing original, expert editorial content that offers readers a practical education on football program management. This key information helps coaches become better leaders and teaches them how to mentor young athletes and forge them into productive, upstanding citizens of tomorrow.

SIX issues Published In 2021! *AFCA Magazine's* 2021 publishing schedule includes:

January/February 2021 — The Official 2021 AFCA Convention Guide

The January/February 2021 edition of *AFCA Magazine* is the Official Convention Program for the 2021 AFCA Virtual Convention, January 12-14, 2021.

The January/February 2021 issue contains a comprehensive guide to the 2021 AFCA Virtual Convention's schedule of events, exhibitor listings, awards information and a whole lot more.

March/April 2021 — The Future Of Football Issue

Innovation is the heavy theme throughout every page of this special issue's in-depth examination of where the game is headed in 2021 and beyond. The AFCA's editorial staff dives deep to showcase how successful, cutting-edge football coaches plan for their season, evaluate their needs and utilize the latest product innovations, all while preparing for the rapidly approaching, busy period of Spring Football in March and April.

May/June 2021 — Strength And Conditioning Spectacular

With a heavy focus on the most important athletic performance topics, this issue's jam-packed editorial lineup helps readers prepare and improve student-athletes for the upcoming season in all areas relevant to strength and conditioning, training, recovery, injury prevention and athletic performance.

PLUS, as the last issue delivered before the end of the school year (when athletic-program purchases are being finalized), the May/June edition is mailed within a polybag — offering exclusive opportunities to insert your company literature into the polybag along with the magazine — and deliver YOUR product information directly into AFCA readers' hands during a key buying time of the year.

July/August 2021 — Summer Practice, 2021 Pre-Season Issue

As the Final Countdown before the 2021 football season begins, this early-summer edition of *AFCA*

**AFCA MAGAZINE — The Official Magazine
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2021 EDITORIAL CALENDAR

(July Through December)

Magazine provides a fantastic opportunity to sell products to the schools-sports market. This is the time of year when football coaches are locked into the upcoming season and buying everything they need, in earnest. Make sure you're in the conversation by advertising in this critical pre-season issue!

September/October 2021 — The 2021 AFCA Member Directory & Champions Edition

Always one of the most-anticipated and valuable publications in all of school sports, this perfect-bound issue earns placement on AFCA members' desks all-year long! As the *Champions Edition*, this issue features AFCA exclusive articles that profile all of football's national champion programs from high school through the pros. (Always a HUGE readership draw!)

PLUS, in the *AFCA Member Directory* section, this 150+ page juggernaut is the only place where all AFCA Member contact information can be found published in one place, as well as full contact information for all NCAA Football Programs, Bowl Games, Sports Information Directors, Professional Leagues, Conferences, Junior Colleges and related associations.

November/December 2021 — Celebrating 100 Years: The AFCA 2022 Convention Spotlight Issue

The November/December issue is used widely by AFCA member coaches to learn about and pre-register for the landmark 2022 AFCA Convention — which celebrates the 100-Year Anniversary of the American Football Coaches Association's annual national convention.

It arrives in mailboxes just before the Thanksgiving weekend, and it contains registration, hotel, speaker and logistical information to help AFCA member coaches navigate the biggest and most engaging football coaching convention in the world. The 2022 AFCA Annual Convention will be located in San Antonio, Texas from January 9-11, 2022, and it promises to be one of our best conventions ever.

This issue is also timed to hit during the key end-of-the-season evaluation period when athletic programs and football coaches examine all of their needs for both the off-season and next year.

PLUS — Recurring Department Stories

AFCA Magazine also includes highly technical, recurring departmental articles that focus on the hottest topics and are timed to be relevant to that issue's specific mail date. Recurring departments in EVERY issue include:

- ✓ **Strength And Conditioning / Athletic Performance**
- ✓ **Sports Science Articles**
- ✓ **Equipment Management**
- ✓ **Chalk Talks** (On-Field X's & O's — Strategies for Offense, Defense and Special Teams!)
- ✓ **AFCA News And Announcements**
- ✓ **Move The Chains** (Recurring AFCA Associate Publisher's Column)
- ✓ **Football Industry Supplier P.O.V.**



INVESTMENT INFORMATION



ALL ADVERTISEMENTS ARE FULL-COLOR

Size	1x	3x	5x
Full-Page	4,760	4,420	4,085
2/3 Page	3,850	3,660	3,200
1-2 Page	3,105	2,835	2,605
1/3 Page	2,470	2,260	2,080
1/4 Page	1,965	1,820	1,665
1/6 Page	1,485	1,355	1,230
2-Page Spread	8,185	7,510	6,955

All rates are provided in gross terms, assuming a 15% commission to recognized advertising agencies. Rates effective October 1, 2020.

For a customized marketing proposal tailored to fit your company's needs, contact us at: 608-423-2701

Multimedia discounts are available for companies implementing a print and digital marketing campaign. Ask about custom inserts and sending your catalog, brochure or other literature with **AFCA Magazine**.

608-423-2701

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THE AFCA ANNUAL CONVENTION: 2022 EXHIBITOR OPPORTUNITIES

Celebrating its **100-Year Anniversary** in 2022, the American Football Coaches Association will host its annual **AFCA Convention**, featuring one of the largest trade show halls of any coaching association in school sports.

If you want to place your brand in front of buying football coaches and showcase your company's products or services, there is no better place than the Exhibit Hall at the AFCA's Annual Convention.

With a highly respected educational lineup, important annual meetings and a high-energy Exhibit Hall atmosphere that's second to none, your brand will reap the benefits of exhibiting at the AFCA's January event, all year long!

Mark your calendar — upcoming AFCA Conventions include:

- 2022 AFCA Convention, January 9-11, 2022, San Antonio, Texas.

For more Exhibitor information, visit: www.AFCAexhibits.com

Grow Your Business — With The AFCA Advertiser Advantage

For advertising partners of the AFCA's media, it's a win-win scenario when it comes to booking Exhibit Space at the AFCA Convention!

Not only do AFCA advertising partners receive AFCA Exhibitor Discounts applied to their marketing and advertising, but by being an AFCA advertiser, your company receives Priority AFCA Early-Booth Selection earning an early opportunity to lock down your choice of preferred Exhibit Hall booth locations at the AFCA Convention.

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