

THSCA WEEKLY HEADLINES

REACH 18,000

TEXAS HIGH SCHOOL COACHES

EVERY WEEK

MEDIA KIT



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**THSCA Weekly Headlines** A PUBLICATION OF THE TEXAS HIGH SCHOOL COACHES ASSOCIATION

**Heat dominates first day of high school practices**  
Fort Worth Star-Telegram Share Print Facebook Twitter LinkedIn Google+  
Mother Nature has finally gone too far. It's one thing to keep air conditioner repairmen busy and lawns brown from the scorching heat. It's another thing to keep players off the football field on the first day of practice. Such was the case at Everman late Monday afternoon when the heat index reached 105 degrees and the Bulldogs were forced inside. Coach Dale Keeling had practice scheduled for 5 p.m. Monday as the morning was reserved for passing out equipment. [MORE](#)

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**Heat exposure, heart disease cause coach's death**  
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Plano Prestonwood assistant football coach Wade McLain died from a combination of heat exposure and a heart condition, the Collin County Medical Examiner's Office said. The medical examiner officially lists the cause of death as "hyperthermia associated with arteriosclerotic cardiovascular disease." That particular kind of heart disease is essentially one with a cholesterol-like plaque in a person's arteries. [MORE](#)

**Cy Falls coach back at work after near-fatal accident**  
Houston Chronicle Share Print Facebook Twitter LinkedIn Google+  
Kirk Eaton's recent family outing to Canyon Lake started out spectacularly. The Cypress Falls football coach, who was accompanied by his two best friends — Cy Woods offensive coordinator Curtis Neill and Cy Falls defensive coordinator Chris Brister — and their families, was in paradise. That soon was about to change. [MORE](#)

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**Longhorn Network won't air HS football this year**  
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The Big 12's athletic directors established a minimum one-year moratorium on university-branded media platforms in the Big 12 broadcasting any high school content of any kind at a meeting in Dallas. Texas and ESPN announced plans to launch the Longhorn Network in January, and the network planned to broadcast games featuring high school athletes shortly after its launch on Aug. 26. [MORE](#)

**Coaches work to get rain-starved fields ready for practice**  
Houston Chronicle Share Print Facebook Twitter LinkedIn Google+  
Each summer, Houston Kashmere football coach Gary Dunham typically devotes three days per week to watering his practice field. Because the Houston Independent School District requires coaches to maintain their own grounds, he has had few options. But with scorching temperatures and scarce rainfall plaguing Houston during the ongoing drought, Dunham has been forced to double his efforts to preserve his pasture. [MORE](#)


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**New head coaches hit ground running**  
Odessa American Share Print Facebook Twitter LinkedIn Google+  
Two-a-days force first-year high school football coaches to race an accelerated timetable. Hiring a new head coach almost always forces changes to a team's schemes. Formations change. Terminology changes. Sometimes players have to adjust to new positions on the fly. At McNamey and Fort Stockton, both Chris McWilliams and Derrick Taylor are in the middle of introducing new schemes to a set of kids with their first scrimmages looming 10 days away. [MORE](#)


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# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

## ADVERTISING OPTIONS

### A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

### B/1 SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

### C BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

### D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

### E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

### F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

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Prices are for participation in 13 emails to the 18,000 Texas High School Coaches (one 90 day cycle)



Leaderboard  
**\$2500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$2000/\$1500**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Skyscraper  
**\$2000/\$2000**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Product Showcase  
**\$1500**

Lorem ipsum dolor  
Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit, sed  
do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua.  
Ut enim ad minimum  
veniam, quis nostrud  
exercitation ullamco  
laboreis nisi. **More**

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**  
Max File Size **30k**



Callout Text Ad  
**\$1000**

Lorem ipsum dolor  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
do eiusmod tempor incididunt ut labore et dolore magna  
aliqua. Ut enim ad minimum veniam, quis. **More**

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**  
Max File Size **30k**



Traditional Text Ad  
**\$500**

Lorem ipsum  
dolor sit amet  
Lorem ipsum  
dolor sit amet,  
consectetur  
adipiscing elit,  
sed do eiusmod  
tempor **More**

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**  
Max File Size **15k**

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# THE THSCA WEEKLY HEADLINES, POWERED BY MULTIBRIEFS, PROVIDES NEWS AND INFORMATION TO HIGH SCHOOL COACHES IN THE STATE OF TEXAS.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications. Delivered to the inboxes of high school coaches, the THSCA Weekly Headlines keeps professionals informed of topics that impact the daily operation of their programs. Subscribers are decision-makers with purchasing power – the top-tier professionals in the industry.

THSCA WEEKLY HEADLINES  
IS A PROFESSIONAL RESOURCE FOR

NEWS  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN THSCA WEEKLY HEADLINES:



## CREDIBLE SOURCE

For over 75 years, our members have turned to the association as the informational authority of the industry. Advertising in THSCA Weekly Headlines solidifies your place among weekly information provided to THSCA members.



## TARGETED DISTRIBUTION

Advertising in THSCA Weekly Headlines allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to THSCA Weekly Headlines have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## FREQUENCY

Frequency builds awareness. As a weekly publication, THSCA Weekly Headlines ensures your ad will be seen every week by our 18,000 subscribers.



## AFFORDABLE

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Each issue of THSCA Weekly Headlines has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in THSCA Weekly Headlines.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.