

Media Kit 2026



Built Different Gala

New Benchmarks and Beginnings

YM ATHLETICS

www.ymathletics.com

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Built Different **Gala**

Our event mission is to tell stories that are:

With a focused program and a clear purpose, the Built Different Gala brings together athletes, families, coaches, and partners to fund real access to play—scholarships, court time, travel, and mentorship. The experience spans the room and the screen: the live event, our recap content, and ongoing community updates work together to keep supporters informed and involved.





"YM Athletics—on stage and online—is a clear, honest guide to what youth sports can do for a city. We tell real stories with strong visuals, measurable results, and zero fluff. At the Built Different Gala, we show where the dollars go—scholarships, court time, travel, mentorship—and invite people to be part of it. Credible, focused, and built to move our kids forward."

Victor Rozier
Editor-in-Chief



Audience Engagement

Social Channels

525,000+ Followers
794,851 Yearly Impression
31.25% Avg Engagement Rate

Website

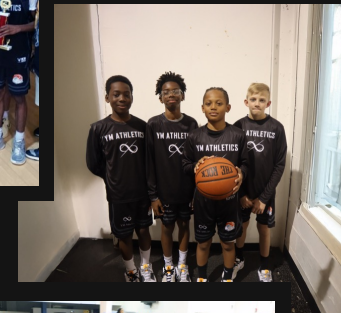
8,500+ Pageviews
24,700+ Sessions
5,500+ Users

Email

2,500+ Subscribers
79% Open Rate

Search Impressions

26,400+ Total Impressions
3.48% Click through rate





Rate Card 2026

Placement	Size (Inches)	Price	Availability
Back Cover	8.5" x 11"	\$1,500	1 spot
Inside Front Cover	8.5" x 11"	\$1,000	1 spot
Inside Back Cover	8.5" x 11"	\$1,000	1 spot
Full Page	8.5" x 11"	\$800	Open
Half Page	4.25" x 5.5"	\$400	Open

BLLED ADS: Ad intended to bleed should be built to the trim size. Extend images beyond these size specifications by an additional 1/8" on all sides for bleed. Keep all essential elements (text and logos) 1/4" inside (minimum) the bleed trim for type safety.

PROOF REQUIREMENTS: YM Athletics will be responsible for ad reproduction only if a proof conforming to DMAC standards is supplied. A hard-copy contract proof is required for all ads submitted. NOTE: Any and all colour proofs are only an approximation of colour reproduction.

For more information contact Production Manager at (856) 535-8886

Print File Specifications

Page Size	Safety	Trim Size	Bleed Size
Full Page	7.5" x 10"	8.5" x 11"	8.75" x 11.25"
Half Page	3.25" x 4.5"	4.25" x 5.5"	4.5" x 6"

YM Athletics will not assume responsibility for advertising reproductions that do not conform to the specifications below. All ads must be supplied digitally.

- Keep all critical matter at least 1/4" inside the trim on bleed ads.
- PDF/X-1a files only (export at 300 dpi).
- Include 1/8" bleed on all sides for pages built to bleed.
- Images: minimum 300 dpi at 100% size.
- Convert all RGB to CMYK.
- Convert all spot colours (Pantone) to CMYK.
- Body type: minimum 8 pt.
- Reverse type under 12 pt is not suitable for reproduction; YM Athletics is not responsible for smaller sizes.
- Total ink density (CMYK) must not exceed 300%.
- Submit ad material by email to events@ymathletics.com and include a colour proof (see Proof Requirements) generated from the supplied PDF/X-1a file.
- Include trim, crop marks, and bleed on your proof.
- YM Athletics reserves the right to refuse any copy deemed unsuitable.
- Advertisers and/or agencies assume full responsibility for all ad content and any claims arising from it.
- Do not apply trapping to PDF files; YM Athletics is not responsible for trapped files.



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