



TOUCHDOWN MAGAZINE

INAUGURAL EDITION | VOLUME 1, ISSUE 1 | SPRING 2026



TOUCHDOWN MAGAZINE

2025 ALL-STATE

FHSAA • SSAA ALL-STATE TEAMS | POY & COY PROFILES | TEAM OF THE YEAR PROFILES

FLAG FOOTBALL PREVIEW

Team Previews • Schedules • More

ALL-REGION TEAMS

8 Regions • POY & COY Profiles • More

2025 PLAYOFF RECAP

State Championship • Bracket Recap

RECLASSIFICATION

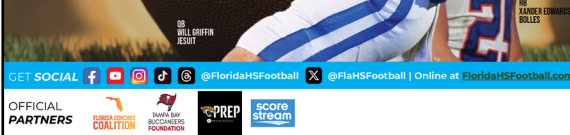
A look at the new districts and more

2026 COY CLING WITH FGC

A preview of the 2026 Orlando Clinic

SB 538 & COACHES PAY

Changes ahead for HS Athletics in Florida



Mock up of cover, not representative of final cover

For over 16 years, FloridaHSFootball.com has been the premier source for coverage of high school football and girls flag football in Florida!

And now, for the very first time, we are producing our own magazine with the debut of the FHSF TOUCHDOWN MAGAZINE!

This first-ever all-digital publication brings to life some of the best features we've delivered over the years — now expanded into three jam-packed editions each year: February (Spring), June (Summer), and August (Fall). Each issue will be delivered to fans at low to no cost — ensuring that teams, players, coaches, families, friends, and communities across the state can enjoy the FHSF TOUCHDOWN MAGAZINE without barriers!

EDITORIAL CALENDAR

SPRING	SUMMER	FALL
MAIN FEATURES <ul style="list-style-type: none"> All-State Football All-Region Football 2026 Flag Football Preview Over 400 Teams + Schedules 	MAIN FEATURES <ul style="list-style-type: none"> All-State Flag Football All-Region Flag Football Recruiting Roundup NFL Draft Recap 	MAIN FEATURES <ul style="list-style-type: none"> 2026 Tackle Football Preview Over 600 Teams + Schedules
OTHER FEATURES <ul style="list-style-type: none"> Playoff Recap Reclassification (Football) COY Clinic Preview Featured Articles 	OTHER FEATURES <ul style="list-style-type: none"> New Coaching Profiles Spring Football Roundup Featured Articles 	OTHER FEATURES <ul style="list-style-type: none"> Reclassification (Flag) Recruiting Roundup Featured Articles

ADVERTISING SIZES AND SPECS

1. TWO PAGE SPREAD

1. TWO PAGE SPREAD 17 IN X 11 IN

2. FULL PAGE 8.5 IN X 11 IN

Includes inside front cover, inside second page, inside back cover page, and back cover page

3. HALF PAGE HORIZONTAL 8.25 IN X 5.25 IN

4. HALF PAGE VERTICAL 4.0 IN X 10.75 IN

5. QUARTER PAGE 4 IN X 5.25 IN

6. TEAM BANNER 7.4972 IN X 0.7481 IN

5. QUARTER PAGE

2. FULL PAGE

3. HALF PAGE HORIZONTAL

4. HALF PAGE VERTICAL

6. TEAM BANNER AD*

*Winter & Summer Editions Only

ADVERTISING RATES

All display advertising includes interactive links to website and/or social media and also can include video within the confines of the advertising space

Interested in a partnership with FloridaHSFootball.com? Partnerships include advertising in the TOUCHDOWN MAGAZINE and much more! Visit floridahsfootball.com/partnerships for more details!

PRESENTING SPONSORSHIPS

	Spring	Summer	Fall
Presenting Sponsor	\$7,500	\$6,500	\$9,000

Includes: • Logo on Front Cover with "Presented By" in masthead • Inside Front Full Page Ad or First Full Page Ad after TOC • Full Two Page Ad Spread • Large logo on Table of Contents • Mention in Publisher's Notes • Logo in header of each page of magazine • Sponsored feature story • Social Media Launch announcement + tag in all promos • Logo + link in digital magazine landing page

	\$3,500-\$4,000	\$3,000-\$4,000	\$4,000-\$5,000
Featured Section			

Examples: • All-State Teams, All-Region Teams, Recruiting, Playoff Recaps, etc.
Includes: • "Presented By: Sponsor Name" with logo on opening featured page + Logo in official partners section on front cover • Logo on footer on each page in section • Full Page Ad inside section • 1 Social Media Feature tied to content of section • Logo + link in digital magazine landing page

	\$1,500	N/A	\$2,000
Regional Presenting			

Available for Spring & Fall Editions Only: • Presents regional section lead off for team previews in region.

Eight Regions Open: Panhandle • North Central Florida • Northeast Florida • Central Florida • Tampa Bay • Southwest Florida • Space & Treasure Coast • South Florida

Includes: • Logo on regional preview opening page "Presented By: Sponsor Name" with logo • Logo on footer on each page in section • Half Page Ad in regional section • Logo + link in digital magazine landing page

OPTIONAL DISCOUNTS

Discounts available for the following commitments, except Team Preview Banners

2 issues	10% off total
3 issues	15% off total
Pay In Full Upfront	Additional 5% off

PREMIUM ADS

All are Full Page except Two Page Spread

Inside Front Cover	\$2,250
Page 3	\$2,000
Two Page Spread	\$1,750
Back Cover	\$1,500
Inside Back Cover	\$1,350
Page 4-5	\$1,250

STANDARD DISPLAY ADS

Ads are distributed through out various sections of the magazine

Full Page	\$1,000
Half Page Horizontal	\$650
Half Page Vertical	\$650
Quarter Page	\$400

TEAM PREVIEW BANNERS

Spring (Flag Football) & Fall (Football) Only.
Designed for small local or regional businesses.

Single School	\$99
3-School Cluster	\$250
Regional (6-8 Schools)	\$500-\$650

★ Team Preview banners are priced separately and not eligible for multi-issue or pre-pay discounts. We can design Team Preview Banner Ads for \$50 per banner created (one-time fee). Team Preview Banner Ads can be reused for future editions at no cost. New ad designs in future editions are subject to design fee.

2026 Rate Card

THREE EDITIONS PER YEAR

Spring (Feb) | DEADLINE/PUBLISH: 2/10 | 2/12
Summer (June) | DEADLINE/PUBLISH: 6/23 | 6/25
Fall (August) | DEADLINE/PUBLISH: 8/4 | 8/6

INSTRUCTIONS

1. DESIGN

Download proper templates for ad size at floridahsfootball.com/magazine with the template matching ad size above.

2. PROOFING

Ad approved by all parties?
Are all of images high-resolution (at least 300 dpi)?

3. EXPORTING

Export the original design file as a press-ready PDF, PNG or JPG file. Include company or client name, edition (i.e. Winter) & ad size.

4. SUBMIT

Go to: floridahsfootball.com/partnerships/upload-ads/
Questions?

Email Joshua Wilson: joshua.wilson@floridahsfootball.com