



# YSPN.NET

## Advertising on YSPN.NET

YSPN.NET provides a unique opportunity for local businesses to expand their exposure, enhance their customer base, and increase their sales.





## YSPN.NET Advertising Overview

This document was prepared to illustrate the continued growth and use of YSPN.NET and how local businesses can tap into that success for increased sales.

To summarize, YSPN.NET is an FREE online application that is intended to be used by youth sports coaches, parents, and administrators of youth sports players. Because of the busy schedules of both coaches and parents, the necessary communications between these two parties has often been extremely difficult.

YSPN.NET was designed and developed to provide association/league administrators, coaches, and parents a means by which the communication gap can be bridged. From team roster information to team scheduling, YSPN.NET gives the user access to all of the important details needed to ensure a rewarding sports season for everyone involved. Because of the far reaching capabilities of the Internet, YSPN.NET is accessible from virtually anywhere in the world. That means that communicating between coaches and parents is literally a click away.

By offering this capability to the public at no cost, YSPN.NET was quickly established and has increased in popularity and use at an exponential rate.

Coupons, banners, Internet linking, and email marketing are the main advertising components on YSPN.NET.

Thank you for your interest in YSPN.NET,  
Marty Gassner  
President, YSPN.NET



## Advertising Elements

When a player is logged into their account, advertising associated with the organization with which they are playing is displayed. There are two forms of advertising on YSPN.NET:

1. Banner Advertising – When a player is logged into their account, a rotating banner appears at the top of the page, This is a clickable banner that can direct the user to any valid URL.
2. Coupons – When a player is logged into their account, a list containing all of the advertisers appears on the right hand side of the page. Clicking on an advertisers graphic directs the user to the coupon page with the selected advertisers coupons displayed.

### Marty's Place

fine dining

32 Main Street  
Jefferson, Ga. 30549  
706-555-6995

[Home](#)
[Coach Registration](#)
[Family Registration](#)
[Admin](#)
[Family Home](#)

YSPN.NET is the ultimate tool for youth sports team management Logged in as White family

Family Home
Player Home
Roster
Schedule
Msg Board
Communicate
Team Photos
Classifieds
Coupons
Feedback

**Team information for Ronny White** [Log Out](#)

**Spring 2009 Wingers**

Announcements for Eskimo County Athletic Association

**Spring Baseball Registration NEW!!**

11/21/2008

Spring baseball registration will begin on January 15th and will continue until February 1st. All registration fees must be paid online and fees will include trophy, uniform and end of the season party. Please do not forget to bring your...

Click on team name to select

Teams	End Date
<a href="#">Wingers</a>	2/28/2009

Check this box to view all teams

[Click here to view coaches roster](#)

Sponsor Coupon Links

**Player Roster for Wingers**

Player: <b>Owen Botts</b> Age: 13 Mother: <b>Amie</b> Father: <b>Lee</b> Phone: (999) 999-9999 <a href="mailto:testing@yspn.net">testing@yspn.net</a>	Player: <b>Steve Brown</b> Age: 12 Mother: <b>Julie</b> Father: <b>Ron</b> Phone: (666) 666-6666 <a href="mailto:advertising@yspn.net">advertising@yspn.net</a>
Player: <b>James brown</b> Age: 13 Mother: Father: Phone: (987) 654-1230 <a href="mailto:testing@yspn.net">testing@yspn.net</a>	Player: <b>Fred Collins</b> Age: 14 Mother: <b>Sue</b> Father: <b>Bill</b> Phone: (222) 222-2222 <a href="mailto:info@yspn.net">info@yspn.net</a>
Player: <b>Franklin Gassner</b> Age: 13 Mother: <b>Kim</b> Father: <b>Marty</b> Phone: (444) 444-4444 <a href="mailto:testing@yspn.net">testing@yspn.net</a>	Player: <b>Tim Hart</b> Age: 10 Mother: <b>Betty</b> Father: <b>Stew</b> Phone: (777) 777-7777 <a href="mailto:testing@yspn.net">testing@yspn.net</a>



## Coupons

An advertiser can have as many coupons as they want, however, only a total of four coupons can be active at one time. When a user goes to the coupon page, they can view the active coupons that the advertiser has available. The coupon can then be printed for the purpose of redeeming them at the advertisers establishment.



### Team information for Ronny White

[Log Out](#)



Spring 2009 Wingers

#### [Announcements for Eskimo County Athletic Association](#)

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Click on team name to select

Teams	End Date
<a href="#">Wingers</a>	2/28/2009

Check this box to view all teams

### Available Coupons

Select Coupon Category:  Select Business Type

Marty's Place



**Free Dessert  
With Each Entree**

When you purchase any entree, you will receive a free dessert from our extensive list of after dinner creations.

[View/Print Coupon](#)

Marty's Place



**Friday Fish Fry**

Every Friday is fish fry at Marty's Place. All you can eat for only \$12.99

[View/Print Coupon](#)

Marty's Place



**Free Glass Of White  
Wine With Dinner**

Redeem this coupon to receive a free premium glass of wine with the purchase of a dinner.

[View/Print Coupon](#)

Marty's Place



**Free Hot  
Chocolate**

Purchase one hot chocolate and receive a second one at no cost

[View/Print Coupon](#)

Currently No Available Coupons




## Printing/Redeeming Coupons

Once the user selects a coupon for printing, they are directed to a page that was designed to maximize print formatting capabilities. The coupon is accompanied by a map to the location of the advertisers establishment.

The screenshot shows a Microsoft Internet Explorer browser window displaying a coupon for Marty's Place. The browser's address bar shows the URL: <http://www.yspn.net/Family/CouponsPrint.aspx?cid=27>. The coupon details are as follows:

**Marty's Place**  
22 Main Street  
Jefferson, GA. 30549  
(706) 555-2996

**Marty's Place**  **Dinner for Two**

**Dinner for two package includes a salad, bread, entree, and dessert for only \$59.99**

**Restrictions:** Drinks not included  
**Expiration Date:** 10/31/2008

YSPN.NET Generated Coupon - Code: 27

Below the coupon, there are two links: [Print Coupon](#) and [Close Window](#).


The map below the coupon shows the location of Marty's Place at 22 Main Street, Jefferson, GA. 30549. The map includes a street view and a callout box with the address. The map is powered by Google and includes a copyright notice for 2008 Tele Atlas.



## Building Coupons

One of the great benefits of advertising with coupons on YSPN.NET is that you can build and manage your coupons yourself. An advertiser can have as many coupons they want and can activate them at their own discretion.

Managing coupons is easy. Just log into your advertiser account and you will see three tabs at the top of the page. To create a coupon select the Build Coupon tab. On the build coupon page, simply enter the information in the form fields and click the 'Create Coupon' button. You will be able to activate the coupon from the 'Manage Coupons' tab.



[Home](#) [Coach Registration](#) [Family Registration](#) [Admin](#)

YSPN.NET is the ultimate tool for youth sports team management

[Advertiser Home](#) [Build Coupons](#) [Manage Coupons](#) [Log out](#)

Welcome Back Marty's Place Logged in as Marty Gassner

### Create a Coupon

In order to create a coupon to be displayed, complete the form below. You will be able to view and edit the coupon from the 'Manage Coupons' tab.

Coupon Title:	<input type="text" value="December Dessert Madness"/>
Coupon Description:	<input type="text" value="Bring in the whole family and everyone at the table gets a free dessert with the purchase of a meal."/>
Coupon Expiration Date:	<input type="text" value="12/31/2008"/>
Restrictions:	<input type="text" value="Limit one dessert per person"/>
<input type="button" value="Add Coupon"/>	

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## Managing Coupons

From the 'Manage Coupons' tab you will be able to view, edit, and activate your coupons. You can have as many as four coupons active at a time. To activate a coupon, click the 'Activate' link corresponding to the coupon that you wish to activate. If you have four coupons already activated, it is necessary to deactivate a coupon before activating a new one.

The peach color indicates currently activated coupons. To deactivate a coupon, click the 'Deactivate' link corresponding to the coupon you wish to deactivate.

You may also wish to view or edit a coupon. To view a coupon, simply click the 'View Coupon' link corresponding to the coupon you wish to edit. A new window will appear displaying the coupon and map to your location as a user would see it. Click the 'Edit Coupon' link if you wish to edit an existing coupon.



Welcome Back Marty's Place

Logged in as Marty Gassner

Available Coupons = 9  This color indicates active coupons

The following grid represents all coupons that have been created for your business. You can view and/or edit a coupon by clicking the appropriate link.

Coupon Title			
December Dessert Madness	<a href="#">View Coupon</a>	<a href="#">Edit Coupon</a>	<a href="#">Deactivate</a>
Free Hot Chocolate	<a href="#">View Coupon</a>	<a href="#">Edit Coupon</a>	<a href="#">Deactivate</a>
Free Dessert With Each Entree	<a href="#">View Coupon</a>	<a href="#">Edit Coupon</a>	<a href="#">Deactivate</a>
Friday Fish Fry	<a href="#">View Coupon</a>	<a href="#">Edit Coupon</a>	<a href="#">Deactivate</a>
All you can eat spaghetti	<a href="#">View Coupon</a>	<a href="#">Edit Coupon</a>	<a href="#">Activate</a>
Free Glass Of White Wine With Dinner	<a href="#">View Coupon</a>	<a href="#">Edit Coupon</a>	<a href="#">Activate</a>
Free Soft Drink	<a href="#">View Coupon</a>	<a href="#">Edit Coupon</a>	<a href="#">Activate</a>
10% Off	<a href="#">View Coupon</a>	<a href="#">Edit Coupon</a>	<a href="#">Activate</a>
Dinner for Two	<a href="#">View Coupon</a>	<a href="#">Edit Coupon</a>	<a href="#">Activate</a>



## YSPN.NET Advertising

As more and more athletic associations and leagues start using YSPN.NET, the opportunity for exposure for local businesses will dramatically increase.

YSPN.NET keeps all pertinent website site statistics including logins, page views, and even how many times coupons are clicked. These statistics tell the real story of how much exposure is available. If you would like to see the most recent statistics, please contact YSPN.NET and we would be happy to provide them to you.

If you would like additional information about how to advertise on YSPN.NET please use the following contact information:

1-866-977-YSPN (9776)

[gary@yspn.net](mailto:gary@yspn.net)

[marty@yspn.net](mailto:marty@yspn.net)

