



# 2010 PUBLICATION CALENDAR

The AVID Soccer Equipment Review tests products throughout the year. We recommend manufacturers provide at least two examples of a product to ensure that a defect in one does not skew the results of the test. We encourage you to provide care instructions, a standard marketing package, manufacturing/materials and other relevant information. Reviews may take up to 3-4 weeks to complete and up to 14 days to appear on the site. We are happy to work with manufacturers and retailers to schedule publication to coincide with other marketing/release events on a best efforts basis.

If a product needs to be returned, it must be accompanied by adequate packaging and pre-paid shipping (FedEx or USPS preferred). Please note that testing under real world conditions may result in damage. AVID Soccer is not responsible for damage resulting from testing or shipping.

Month	Subject	Requested Date	Publication Date	Comments
Jan	Reader Requests	N/A	All month	Reviews of products requested by readers
Feb	New for 2010	N/A	All month	New product releases
Mar	Spring Fling (Lifestyle)	12-Mar-10	Week of 22 Mar 10	Lifestyle products
Apr	Goal Keeper Gear	5-Apr-10	Week of 26 Apr 10	Includes kit, gloves and training
May	Kit Shoot-out	26-Apr-10	Week of 24 May 10	World Cup inspired uniforms.
Jun	World Cup Contest	N/A	Week of 21 Jun 10	Winners of the AVID Soccer Fan/Player/Coach contest
Jul	Ball Shoot-Out	28-Jun-10	Week of 26 Jul 10	Training balls are less than \$50 and match balls are over \$100
Aug	Back to School	23-Aug-10	All month	Lifestyle products
Sep	Boot Shoot-out	23-Aug-10	Week of 20 Sep 10	Compare full lines (multiple price points, indoor, turf, etc.)
Oct	Reader Requests	N/A	All month	Products requested by readers or nominated for awards
Nov	Nominations	29-Nov-10	All month	Products nominated for "Best of" awards that have not previously been reviewed
Dec	Awards	29-Nov-10	Week of 27 Dec 10	Annual "Best of" awards. Products must have been reviewed to be eligible

## Notes:

To ensure space on the home page, manufacturers may choose to send one or two products each month.

While we can accommodate almost any size, the following are easier to test:

- Mens (Apparel M-L; Shoe US 10, 10 1/2, 11)
- Womens (Apparel S-M; Shoe US 7,8,9)
- Youth (Apparel L)

## Shipping Information:

Review Desk  
 AVID Soccer  
 40122 Watford Way  
 Palmdale, CA 93551  
 Ph:661.965.1725  
 Fax: 661.273.5675