

## **Tournament Directors:**

*You may want to take advantage of  
listing your 2007-08 tournaments  
in Let's Play Hockey's  
Tournament Calendar  
in our Summer issues:*

Release date: June 7, 2007 (deadline June 4)

Release date: July 12, 2007 (deadline July 9)

We then begin our 2007-08 season schedule  
on August 9, 2007 (deadline August 6)



2721 East 42nd Street • Minneapolis, MN 55406  
(612) 729-0023 Phone • (612) 729-0259 Fax  
letsplay@letsplayhockey.com • www.letsplayhockey.com

NOW IN OUR 36<sup>TH</sup> YEAR OF SERVING THE HOCKEY COMMUNITY

# 2007-08 Tournament Calendar

List your hockey tournament(s) in a  
tournament calendar that gets you results year after year!

The Let's Play Hockey Tournament Calendar is a proven way to fill your hockey tournament. For more than 35 years, *Let's Play Hockey* has had the most comprehensive tournament calendar in the United States. Consider the following:

- Nearly 250 associations listed their tournaments in *Let's Play Hockey* in 2006-2007.
- More than 1,500 dates featuring 4,000 tournaments from around the country were listed in 2006-2007.
- *Let's Play Hockey* reaches over 36,000 hockey enthusiasts every week.
- *Let's Play Hockey* is found in nearly every hockey community in the Midwest.
- Subscriptions put *Let's Play Hockey* in nearly every U.S. state and Canadian province.
- Tournament listings have made *Let's Play Hockey's* August issue the biggest of the year.
- [www.letsplayhockey.com](http://www.letsplayhockey.com) is one of the best sites in the industry.

Still not convinced? Here are actual comments from tournament directors:

- "Our tournament was filled in just two weeks!"
- "My phone's been ringing off the hook since your paper came out!"
- "Our tournament is already full!"
- "We don't have to go out and find teams!"
- "We're getting calls from all over the country — California, Colorado and Illinois!"

If you want to make sure you fill your tournaments for the 2007-2008 season, fill out the enclosed form and send it in TODAY.



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May 1, 2007

Dear Tournament Directors:

*Let's Play Hockey's* Tournament Calendar is a proven way to help promote your hockey tournaments. Over the years, *Let's Play Hockey* has helped fill hundreds of youth tournaments throughout the country.

The fee for listing your tournament in the 2007-2008 Tournament Calendar is \$50.00 per individual tournament listing and must be paid before your tournaments will begin appearing in the calendar.

Several hockey associations also take advantage of getting even more exposure for their tournaments by running a display advertisement in addition to their tournament calendar listing. Display ads are available in the following sizes and the costs for each time the ad runs are listed.

1/8 Page (5" w x 4" h) \$110.00	1/4 Page (5" w x 8" h) \$220.00	1/2 Page (10" w x 8" h) \$440.00	Full Page (10" w x 16" h) \$775.00
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**If you spend a minimum of \$440.00 on your display ads, you will not be charged the \$50.00 individual tournament listing fee. You can have your tournament(s) listed in the calendar prior to running your display ads.**

Please complete the enclosed Tournament Calendar Request Form and return with your check or credit card number to cover the cost for individual tournament calendar listings. Should you choose to place a display ad for your tournaments, please contact me at (612) 729-0023. We can assist you in the layout and design of your ad.

Sincerely,

Doug Johnson  
Publisher, *Let's Play Hockey*

Enclosure(s)

P.S. If you will not be tournament director this season, please pass this information on to the new director immediately.

**Send your tournament results, stories, and pictures for publication.  
We rely on our readers -- coaches, players, parents, and fans -- for this information!**

***LET'S PLAY HOCKEY***  
**2007-2008 TOURNAMENT CALENDAR REQUEST FORM(S)**

(Please make additional copies if hosting more than three tournaments)

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TOURNAMENT DATE(S): \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_

LEVEL(S) OF PLAY: \_\_\_\_\_

CONTACT PERSON(S): \_\_\_\_\_

PHONE NUMBER(S): ( \_\_\_\_\_ ) \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

TOURNAMENT DIRECTOR'S NAME AND COMPLETE ADDRESS: \_\_\_\_\_

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LEVEL(S) OF PLAY: \_\_\_\_\_

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CITY: \_\_\_\_\_ STATE: \_\_\_\_\_

LEVEL(S) OF PLAY: \_\_\_\_\_

CONTACT PERSON(S): \_\_\_\_\_

PHONE NUMBER(S): ( \_\_\_\_\_ ) \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

TOURNAMENT DIRECTOR'S NAME AND COMPLETE ADDRESS: \_\_\_\_\_

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\_\_\_\_\_ **Tournament Listings x \$50.00 per listing =** \_\_\_\_\_

**Yes, I will be running display ads. Please call me at** ( \_\_\_\_\_ ) \_\_\_\_\_

VISA    MC   Card # \_\_\_\_\_   Exp. Date \_\_\_\_\_   Signature \_\_\_\_\_

*Please enclose check or credit card number for the above amount and mail to:  
Let's Play Hockey; Tournament Calendar; 2721 E. 42nd Street; Minneapolis, MN 55406.*

**Please be advised that this tournament information may be placed on *Let's Play Hockey's* web page.  
If you do not want your information posted, you must advise us immediately.**

# LPH covers hockey 29 times per season

## AUGUST 2007

### Issue No. 1 (927)

Deadline Date: 8/6/07

Release Date: 8/9/07

*Highlights: Product previews; NHL draft results; youth tournament calendar begins.*

## SEPTEMBER 2007

### Issue No. 2 (928)\*

Deadline Date: 9/10/07

Release Date: 9/13/07

*Highlights: Ice Arena Issue! Arena guide maps for Minnesota and other states; arena/manager features; Upper Midwest H.S. Elite League coverage.*

## OCTOBER 2007

### Issue No. 3 (929)

Deadline Date: 10/1/07

Release Date: 10/4/07

*Highlights: MN Wild/NHL preview; USHL preview; men's college hockey previews; MN Grown Juniors; NAHL Fall Festival preview.*

### Issue No. 4 (930)

Deadline Date: 10/15/07

Release Date: 10/18/07

*Highlights: Women's college hockey previews; youth hockey information; Men and Women DI MN Grown Players.*

### Issue No. 5 (931)\*

Deadline Date: 10/22/07

Release Date: 10/25/07

*Highlights: Youth rankings released; MN Girls Coaches Association Meeting coverage.*

## NOVEMBER 2007

### Issue No. 6 (932)

Deadline Date: 10/29/07

Release Date: 11/1/07

*Highlights: Minnesota prep girls AA & A hockey preview; girls pre-season rankings released.*

### Issue No. 7 (933)

Deadline Date: 11/5/07

Release Date: 11/8/07

*Highlights: High school boys preseason rankings released; MIAC Men and Women previews.*

### Issue No. 8 (934)

Deadline Date: 11/12/07

Release Date: 11/15/07

*Highlights: Minnesota prep boys Class A preview.*

### Issue No. 9 (935)

Deadline Date: 11/16/07

Release Date: 11/21/07

*Highlights: Minnesota prep boys Class AA preview.*

### Issue No. 10 (936)

Deadline Date: 11/26/07

Release Date: 11/29/07

*Highlights: Early-season men's/women's college highlights.*

## DECEMBER 2007

### Issue No. 11 (937)

Deadline Date: 12/3/07

Release Date: 12/6/07

*Highlights: Holiday tournament previews.*

### Issue No. 12 (938)

Deadline Date: 12/10/07

Release Date: 12/13/07

*Highlights: Youth, prep, college holiday results.*

### Issue No. 13 (939)

Deadline Date: 12/17/07

Release Date: 12/20/07

*Highlights: Mid-season youth hockey highlights.*

## JANUARY 2008

### Issue No. 14 (940)

Deadline Date: 12/31/07

Release Date: 1/4/08

*Highlights: Let's Play Hockey International Expo preview.*

### Issue No. 15 (941)

Deadline Date: 1/7/08

Release Date: 1/10/08

*Highlights: USHL; other junior hockey updates.*

### Issue No. 16 (942)

Deadline Date: 1/14/08

Release Date: 1/17/08

*Highlights: Mid-season boys/girls prep highlights.*

### Issue No. 17 (943)

Deadline Date: 1/21/08

Release Date: 1/24/08

*Highlights: Mid-season men's/women's college highlights.*

### Issue No. 18 (944)

Deadline Date: 1/28/08

Release Date: 1/31/08

*Highlights: Top 10 Ms. Hockey candidates announced*

## FEBRUARY 2008

### Issue No. 19 (945)

Deadline Date: 2/4/08

Release Date: 2/7/08

*Highlights: Top 5 Goalie of the Year finalists announced*

### Issue No. 20 (946)

Deadline Date: 2/11/08

Release Date: 2/14/08

*Highlights: Top 5 Ms. Hockey finalists announced; Backyard ice rink of the year/outdoor hockey*

### Issue No. 21 (947)

Deadline Date: 2/15/08

Release Date: 2/20/08

*Highlights: Minnesota girls state high school tournament preview; Goalie of Year Winner; prep boys playoffs; girls H.S. All-Academic team listed.*

### Issue No. 22 (948)

Deadline Date: 2/25/08

Release Date: 2/28/08

*Highlights: Ms. Hockey winner; Minnesota girls state H.S. champions; boy's h.s. section results; youth regional results.*

## MARCH 2008

### Issue No. 23 (949)\*

Deadline Date: 2/29/06

Release Date: 3/5/08

*Highlights: Minnesota boys state*

*h.s. tournament preview; boy's tournament to NHL list; Best of Preps; Let's Play Hockey Expo show guide. **Biggest issue of year!***

### Issue No. 24 (950)

Deadline Date: 3/10/08

Release Date: 3/13/08

*Highlights: Minnesota boys state high school champions; Mr. Hockey announced; WCHA women's Final Five; Division III playoffs, youth hockey state tournament results*

### Issue No. 25 (951)

Deadline Date: 3/17/08

Release Date: 3/20/08

*Highlights: WCHA men's Final Five; Hobey Baker Top 10 finalists*

### Issue No. 26 (952)

Deadline Date: 3/24/08

Release Date: 3/27/08

*Highlights: Women's NCAA Division I champions; NCAA Division I men's playoffs; hockey school and camp guide.*

## APRIL 2008

### Issue No. 27 (953)

Deadline Date: 4/7/08

Release Date: 4/10/08

*Highlights: Men's NCAA Division I champion; Hobey Baker Award.*

## JUNE 2008

### Issue No. 28 (954)

Deadline Date: 6/9/08

Release Date: 6/12/08

*Highlights: top Minnesota-born NHL scorer; NHL Draft preview/ NHL Playoffs; USHL champion.*

## JULY 2008

### Issue No. 29 (955)

Deadline Date: 7/7/08

Release Date: 7/10/08

*Highlights: Stanley Cup champions; NHL draft.*

\* = Bonus Distribution  
 Note: Some coverage subject to change.