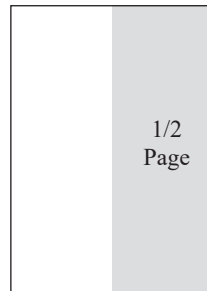
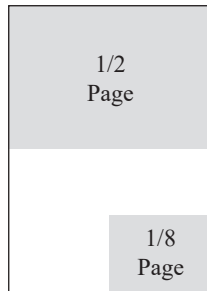
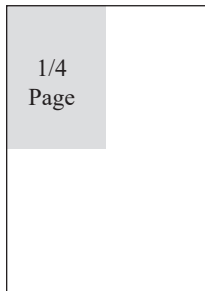


South Florida Running Forum

Serving the Community for 21 years!

James F. Niemir, Publisher/Editor

www.SFRunningForum.com



Ad Sizes

Full	Page	10"	x	15-1/2"
1/2	Page - Horizontal	10"	x	7-5/8"
1/2	Page - Vertical	4-7/8"	x	15-1/2"
1/4	Page - Vertical	4-7/8"	x	7-5/8"
1/8	Page - Horizontal	4-7/8"	x	3-11/16"

Rates \$

	1x	3x*	6x*	9x*	12x*
	b/w 4/c	b/w 4/c	b/w 4/c	b/w 4/c	b/w 4/c
Full-P	592 988	543 906	494 823	445 741	395 658
1/2-P	346 577	318 530	289 482	260 433	231 385
1/4-P	178 297	164 273	148 246	133 222	118 198
1/8-P	118 198	109 182	99 165	88 147	79 132

Business Card 39 (3) month minimum 30

* Multiple discounts are for consecutive months only!

General

Ads must be camera-ready, no 'crop marks.' There will be a \$50 per hour charge for layout and design. E-mail your ad in JPG or PDF format. Grayscale is 85 line screen, Color 100 line screen. No 'bleeds.'

Ad reservation is the 1st of the previous month. Copy is due on the 10th! No ad cancellations after the 1st!

Inserts

Reservation must be made one month in advance. The charge is \$550 for 3,000 inserts. No larger than 8.5" x 11" Single sheet only! Call for anything else. Inserts must be delivered to Southeast Offset, one week prior to deadline. Please request detailed instructions!

Payment

Checks must be received prior to going to press and be made payable to: **SF Running Forum Inc.**

Front Cover Page

The front cover page is reserved exclusively for the ten participating running clubs. No commercial ads allowed.

About the Paper

FORMAT

Tabloid newsprint (11" x 17"), published monthly. Full-color pages available. Length is currently 32 pages.

CIRCULATION AREA

A 3,500 press run distributed in the South Florida region. Produced for our 6-participating Clubs. The **BC Running, Gold Coast Runners, Key West Southernmost Runners, Miami Road Runners, Northwest Broward Road Runners,** and **Palm Beach Roadrunners** Running Clubs.

DISTRIBUTION

Direct mailing to 3,000+ running club members and their families. Available at **Runner's Depot** - Fort Lauderdale, Davie, Coral Springs, Aventura & Weston, **Running Wild** - Fort Lauderdale, **Fit2Run** - Wellington Green, Dadeland Mall, Town Center, Dolphin Mall, South Beach, Bayside Market, **Sole Runners** - Miami, and at various races and events in the South Florida area.

DEMOGRAPHICS

Runners 14 and under to 70+ years of age, highly educated, motivated, predominately middle and upper-middle income brackets. All actively participate in running events each year as well as cross training and other fitness activities.

CONTENT

Includes an extensive calendar of upcoming races, results of recent races, club information on 'fun runs,' training runs, track workouts, social meetings and special events!

In the Paper

THE EVENT CALENDAR

The area's most complete schedule and in-depth information on upcoming road races, marathons, track meets and racewalking.

ENTRY FORMS

Runners have the convenience of finding entry forms to the area's major events in the SF Running Forum.

RACE REPORTS

Complete coverage of the club's running scene with articles, photos and results of their races.