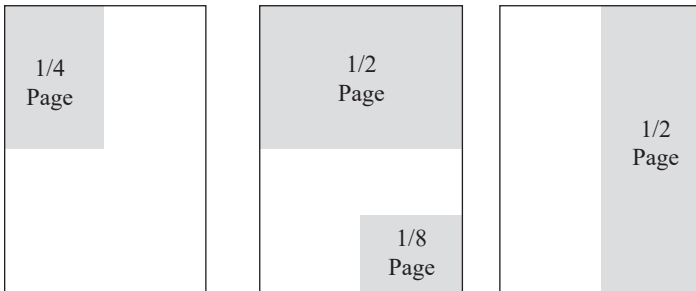


# South Florida Running Forum

Serving the Community for 24-years!

James F. Niemir, Publisher/Editor

[www.SFRunningForum.com](http://www.SFRunningForum.com)



## About the Paper

### FORMAT

Tabloid newsprint (11" x 17"), published monthly. Full-color pages available. Length is currently 20 pages.

### CIRCULATION AREA

A 3,000 press run distributed in the South Florida region. Produced for our 4-participating Clubs. The **Greater Fort Lauderdale Road Runners**, **Northwest Broward Road Runners**, **Treasure Coast Running**, **Key West Southernmost Runners**, and **Palm Beach Roadrunners** Running Clubs.

### DISTRIBUTION

Direct mailing to 3,000+ running club members and their families. Available at **Runner's Depot** - Davie, **Running Wild** - Fort Lauderdale, **Runner's Edge** - Boca Raton, **Sole Runners** - Miami, and at various races and events in the South Florida area.

### DIGITAL EDITION

We now have an online digital edition that is available to everyone free-of-charge! Download to your smart phone or tablet.

### 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.

## 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"

	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 1<sup>st</sup> of the previous month. Copy is due on the 10<sup>th</sup>! No ad cancellations after the 1<sup>st</sup>!

## 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.