



RUNNING INSIGHT®

Digital Magazine / Web Community • Media Planner • 2011

FROM THE PRODUCERS OF THE RUNNING EVENT®

A twice monthly digital magazine edited exclusively for running specialty stores. *Running Insight* is distributed directly via email to more than 1,000+ running specialty executives. Advertising packages allow brands to reach an important, focused audience at cost-effective rates.

RUNNING INSIGHT DIGITAL MAGAZINE

13.1K Package \$13,100 net*

- Front page logo recognition
- 12 issue 1/4 page advertising program
- One Brand Insight company profile and Rep listing

*Limited availability to first six sponsors.

Brand Insight Profiles \$2,750**

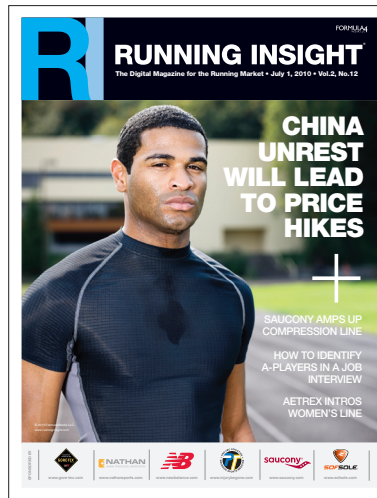
- Full page brand story in Q&A format.
- Profile posted on *Running Insight* website for 12 months

**Limited availability, three per month.

Running Insight / 2011 Rate Card (net rates)

Ad Size	1x	3x	6x	12x	24X
Full page	\$2,250	\$1,745	\$1,405	\$1,065	\$950
Half page	1,400	1,090	880	665	595
Quarter page	875	680	550	415	370

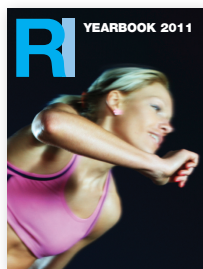
AD CLOSING: 1 WEEK PRIOR TO PUBLICATION DATE



RUNNING INSIGHT YEARBOOK

COMING SPRING 2011

- Key statistical info from Leisure Trends Group on the size and shape of the business such as top selling shoes, top selling socks, top selling accessory items.
- Photos of key industry execs and retailers.
- 50 Best Running Stores and other award winners.
- Listing of all stores who have made the 50 Best list each year since the competition was launched.
- Listing of key races and industry conferences and events planned for 2011.
- Rates: See above (or call your account representative)



RUNNINGINSIGHT.COM

The running community's resource, offering searchable archives of Running Insight Digital Magazine, retail video tours, and industry links.

Runninginsight.com averages over 1,500 unique visitors every month!

Top banner

(rotating to ALL pages)

3 Month.....	\$950.00/Month
6 Month.....	\$750.00/Month
12 Month.....	\$500.00/Month

Side banner

(rotating to ALL pages)

3 Month.....	\$750.00/Month
6 Month.....	\$550.00/Month
12 Month.....	\$450.00/Month

ADVERTISING INFORMATION

Mark Sullivan msullivan@formula4media.com
Jeff Gruenhut jgruenhut@formula4media.com
Jeff Nott jnott@formula4media.com

Troy Leonard tleonard@formula4media.com
Beth Gordon bgordon@formula4media.com
Sam Selvaggio sselvaggio@formula4media.com

Editorial Spotlight Featured Every Other Issue

- Jan 15: Performance Socks
- Feb 15: Insoles
- Mar 15: Tapes, Braces & Wraps
- Apr 15: Compression
- May 15: Nutrition & Hydration
- Jun 15: Women's Running Apparel
- Jul 15: Women's Footwear
- Aug 15: Trail Running
- Sept 15: Multi-Sport
- Oct 15: Running Electronics
- Nov 15: Running Accessories
- Dec 15: Sports Medicine

Digital Magazine Specs

Display Ad Dimensions (inches)

Area	Width	Depth
Trim size	8.5	11
Bleed (add 1/4 inch for safety)	8.75	11.25
1/4 page square	3.5	4.5
1/4 page horizontal	7.5	2.5
1/2 page vertical	3.5	9.8
1/2 page horizontal	7.5	4.5

Ad File Preparation

Image Resolution - Have minimum resolution of 300 DPI.

Fonts and Transparency - Contain embedded fonts and flattened transparencies.

Printer Marks and Page Bleed - Do NOT contain bleed, gutter, or crop marks. (What you see on your PDF is what your digital edition will look like.)

CMYK Colorspace - Use a CMYK Colorspace. (PDFs with RGB Colorspaces are NOT acceptable.)

Selectable Text - In order for our system to search the issue, we must be able to select, copy & paste the text. If you use text outlines or raster images and you cannot select, copy & paste the text then your issue will not be searchable.

FTP Drop for Final Ads

ftp.jacorp.com
 nm: upload pw: colleenJ123
 Drop into: **Running Insight Ad Folder**



FROM THE PRODUCERS OF THE RUNNING EVENT®