

Road Race Management

4940 Hampden Lane
Suite 212
Bethesda, MD 20814

January 3, 2011

Memo to: Current and Prospective *Road Race Management Online Guide* Advertisers

From: Phil Stewart, Editor and Publisher

Re: *Ad Rates for the Free 2011 Road Race Management Online Guide*

We are now entering the third year for the *Road Race Management Online Guide to Prize Money Races and Elite Athletes*. This free online resource has been enthusiastically received by athletes, coaches and others in the running industry.

We are dependent on the support of our advertisers in order to continue to provide this resource for free. Continually updating the information to make sure it is current requires a great deal of time. **We hope you will consider the value of this resource to the running community in addition to the excellent exposure the *Online Guide* provides your event or service when making your advertising decision. Simply put – industry support is crucial to the success of the *Online Guide*.**

Advertising insertion orders are now being accepted for the 2011 Online Guide to Prize Money Races and Elite Athletes.

The Online Guide offers many unique opportunities for advertisers:

- *The Online Guide is free to users.* There is no charge for athletes, agents, and others in the industry to access the lists of prize money races, elite athlete bios and contacts, and agent contact information.
- *Ads in the Online Guide are dynamic – they can be linked to any electronic or print document.*

For example, your event ad can link directly to the part of your event website that contains information specific to elite athletes or potential expo exhibitors.

However, if your event prefers not to put details about its prize money or elite athlete invitations on the website that is viewed by the general running public, your ad can link to any type of document that you want to provide. Another variation of this option is simply to provide an updated version of a print ad that you may have done in the past, and we can link to the print ad. The beauty of this format is the different opportunities to provide more specific information than is possible in a static print ad.

- *These links can be changed during the course of the year.* Just send us updates or changes to your linked information and we will post the changes. The electronic ads provide a 365-day opportunity to tailor your message directly to elite athletes, agents, coaches and potential expo exhibitors.

- *The online ads will be visible around the perimeter of every “page” of the Guide.* Rather than being limited to a single page as in a printed book, the online ads will display around the perimeter (or “Frame”) of the website.
- *There will be two “premium” position banner ads of 728 x 90 pixels across the top of the website.* Other available sizes are 160 x 120 pixels, 160 x 240 pixels and 160 x 360 pixels.

If you would like to see a page that shows the ad placements, please go to:

<http://www.rrm.com/rrmdirTest/listing.aspx?listType=event>

I hope you will join us and support this vital online publication.

Sincerely,
Phil Stewart
Editor and Publisher
301-320-6865 or pstewart@rrm.com

2011 ROAD RACE MANAGEMENT ONLINE GUIDE

ADVERTISING RATES

The **2011 Road Race Management Online Guide** contains contact information for approximately 1,000 elite athletes and links to their biographies; contact information and links to over 400 prize money events along with previous year's results (as available); and expo information for over 200 expos. This information is free to users and is accessed directly from the Road Race Management webpage, www.rrm.com.

Specifications

All ads run from March 2011 through February 2012. All ads should be in .gif or .jpg format if at all possible. We will try to work with other formats, but cannot guarantee that they will work as well as the preferred formats. *File size should not exceed 20K*. Please provide the URL of the page you wish to link to, or supply documents you wish us to link to. If no URL is provided, we will link to your home page. All ads should be of one of the sizes outlined below.

Available ad sizes:

Standard ad size:	160 pixels wide x 120 pixels high	\$600.00*
Double size	160 pixels wide x 240 pixels high	\$800.00*
Triple size	160 pixels wide x 360 pixels high	\$1000.00*
Premier positions (only two available)	728 pixels wide x 90 pixels high	\$1200.00*

* Rates are for 12 months starting January 1, 2011 and continuing through December 31, 2011. **All ads expire on December 31, 2011.** Ads running for less than 12 months ending December 31, 2011 are pro-rated as follows:

Ads placed between April 1, 2011 and June 30, 2011	25% off above prices
Ads placed between July 1, 2011 and September 30, 2011	50% off above prices
Ads placed between September 1, 2011 and December 31, 2011	75% off above prices

Ads can be updated throughout the year with no charge as long as a web-ready replacement of the same dimensions is provided. The page that the ad links to can be changed as well.

There are a limited number of ad spots. Act quickly to secure the spots with the highest visibility.

CONTRACT TERMS

If needed, assistance is available for preparation of electronic copy at modest rates.

Terms: *Check or money order must accompany all written insertion orders. Payment in U.S. dollars drawn on a U.S. based bank. No agency commissions.*

Deadlines: **Ads can be placed at any time; however deadlines for the start of the 2011 advertising cycle are: Reservations: January 1, 2011. Materials: January 1, 2011.**

General Conditions: Contents of advertisements are subject to publisher's approval. Road Race Management, Inc. reserves the right to reject or cancel any space reservation at any time. Agency or advertisers shall indemnify publisher against any damages and related expenses (including legal fees) arising from the publication of the advertisement. The publisher is not responsible for any errors or omissions, or for any problems arising from publisher's producing electronic copy for advertisers. The publisher's sole obligation as to any failure or default on his part shall be limited to a refund of advertising charges.

ADVERTISING CONTRACT

2011 Road Race Management Online Guide

To: Road Race Management Online Guide: c/o Phil Stewart, 4940 Hampden Lane, Suite 212, Bethesda, MD 20814. (301) 320-6865.

Please Print or Type

Advertiser: _____

Contact: _____

Event/Company: _____

Address: _____

City, State, Zip: _____

E-mail Address: _____

Telephone: _____

Ad Title: _____

Size of ad (check one):

_____ 160 x 120 pixels; _____ 160 x 240 pixels; _____ 160 x 360 pixels; _____ 728 x 90 pixels

Check one:

___ Web address for link from ad: _____

___ I will send/have attached electronic files and will have you create the link to the ad

Amount Enclosed: _____

Signature: _____ Date: _____

Send all insertion orders, materials, and payments (check payable to Road Race Management) to:
Phil Stewart, Road Race Management *Online Guide*, 4940 Hampden Lane, Suite 212, Bethesda, MD
20814. **Phone:** (301) 320-6865. **Fax:** (301) 320-9164. **E-mail:** pstewart@rrm.com

For RRM use only: Date contract received: _____ Amount enclosed: _____ Materials received: _____