

Road Race Management

September 1, 2008

Memo to: Running Industry Suppliers

From: Phil Stewart, Editor and Publisher

Re: Advertising Opportunities in Road Race Management's Newest Publication – Organizing Running Events: The Complete Guide to Staging a Successful Road Race

Finally! An A to Z Guide about organizing running events from Road Race Management, Inc., publisher of the widely acclaimed *Road Race Management Newsletter* since 1982 and organizer of the industry's first Race Directors' Meeting and Trade Exhibit.

This publication is designed for both beginning and advanced race directors of races from 200 to 40,000 participants and is packed with content geared towards all levels of experience. Every race director will want to have this book on his or her shelf. Topics covered in detail include sponsorship, finances, course design, medical, supplies and equipment, timing and scoring, elite athletes, legal issues, rules and more. (A Table of Contents appears on page 4 of this brochure.) ***Organizing Running Events: The Complete Guide to Staging a Successful Road Race*** is destined to become a "must-have" resource for race directors, running clubs, charities, recreation departments, and other organizations seeking to enter the fast-growing world of organized running events.

For **Companies selling products and services** to the race directing community, the new publication will provide an unparalleled advertising opportunity to reach this key audience at precisely the moment they are seeking knowledge about what supplies, equipment and services they need to be successful. Imagine having your ad for awards, bib numbers, on-line registration, transponder timing or participant photography services, etc. nestled inside the same publication in which race directors will be reading about the necessity for these products.

Road Race Management's Organizing Running Events: The Complete Guide to Staging a Successful Road Race will be offered for sale at \$100 per copy (\$85 for *Road Race Management Newsletter* subscribers) and will be published on November 5, 2008. The advertising deadline is **October 3, 2008**. (*We expect the covers and special positions to sell quickly, so don't delay*).

I look forward to hearing from you soon about this exciting opportunity. You can reach me at 301-320-6865 or pstewart@rrm.com.

Sincerely,

Phil Stewart
Editor and Publisher

New Publication!

Organizing Running Events:

The Complete Guide to Staging a

Successful Road Race

The definitive must-have guide on directing a road race

Organizing Running Events - Advertising Rates

Road Race Management's Organizing Running Events: The Complete Guide to Staging a Successful Road Race is the ultimate instructional resource for aspiring and veteran race directors. Be a part of this unique publication today.

<u>LOCATION (all ads are full page)</u>	<u>COST</u>
*Inside page (B & W)	\$600
Inside Front Cover	\$950
Inside Back Cover	\$950
Back Cover	\$1500
Gatefold (between IFC and page 1)	\$1700
Opposite Inside Front or Back Cover	\$950

*Special Position Requests add \$85

(Ad in selected chapter – i.e. “bib number ads in chapter discussing bib numbers, etc.)

Publication is in 8-1/2" x 11" format.

Web Advertising Bonus: Add \$175 and you will receive 3 months of a 160 x 120 pixel “box” ad on Road Race Management’s home page www.rrm.com. Limited number of placements available. Ads run from Nov. 1, 2008 through January 31, 2009.

CONTRACT TERMS

PRINT ADS: Full page ads only. All ads must be in electronic format. Assistance is available for preparation of electronic copy if needed at modest rates. **Ads must have all fonts embedded. If you are not sure about embedding fonts, please call Phil Stewart at 301-320-6865.** PDF files must be high resolution. PC or Mac platforms acceptable. No full reverses. All ads should be no larger than 7.5" wide by 10" high Bleed size is 8-3/8" x 11-1/8". Final book trim size is 8-1/2" x 11". Gatefold specifications available upon request. Gatefold is folded into the book between the inside front cover and page 1.

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.*

Reservation deadline: October 3, 2008. **Materials Deadline:** October 10, 2008. **Publication Date:** November 5, 2008.

Cancellations: Covers are non cancelable. No cancellations after reservation deadline. Cancellations must be in writing.

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 film or 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. No ad materials returned unless arranged *in advance* of publication.

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

Advertising Insertion Order

To: **Road Race Management Race Directing Guide:** c/o Phil Stewart, 4940 Hampden Lane, Suite 212., Bethesda, MD 20814. (301) 320-6865, pstewart@rrm.com

Please Print or Type

Advertiser: _____

Contact: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail address: _____

Phone: _____

Ad Title: _____

Ad Format: _____

Web address _____

Remarks (include special position orders): _____

_____ Check here if you wish to receive three months of a 160 pixels wide by 120 pixels high ad on the RRM Homepage (www.rrm.com) between Nov. 1, 2008 and Jan., 31, 2009 and add \$175. *Space is limited.*

Ad in **Organizing Running Events:** \$ _____

160 x 120 pixel ad on RRM Homepage: \$ _____

Total amount Enclosed): \$ _____

Signature: _____ Date: _____

Payment Required in Advance (non-commissionable)

Please return this form to Road Race Management, c/o Phil Stewart, 4940 Hampden Lane, Suite 212., Bethesda, MD 20814. (301) 320-6865. Email: pstewart@rrm.com.

For RRM use only:

Date contract received: _____ Amount enclosed: _____

Contract received by: _____ Materials received: _____

Contents

Road Race Management's new publication, ***Organizing Running Events: The Complete Guide to Staging a Successful Road Race*** will be packed with information for race directors of events of all sizes. Each chapter will contain two sections, "The Basics," which provides highlights of the chapter in summary form, and "The Details," offering further in-depth information about each topic.

Introduction

Chapter 1 - Taking the Plunge

Chapter 2 - Budget and Finances

Chapter 3 - Developing a Race Timetable

Chapter 4 - Course Design

Chapter 5 - Sponsorship

Chapter 6 - Attracting Entrants

Chapter 7 - Entry Forms and Runner Confirmation

Chapter 8 - Medical and Safety Issues

Chapter 9 - Legal and Insurance

Chapter 10 - Volunteers

Chapter 11 - Equipment, Supplies and Key Personnel

Chapter 12 - Special Event Categories

Chapter 13 - Municipal Relations

Chapter 14 - Rules of Competition

Chapter 15 - Hotel and Expo

Chapter 16 - Logistics - Start to Finish

Chapter 17 - Timing, Scoring and Results

Chapter 18 - Awards and Award Ceremonies

Chapter 19 - Post Race

Chapter 20 - Special Types of Races

Chapter 21 - Before Next Year

Chapter 22 - Bibliography