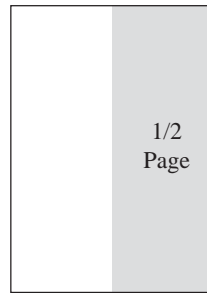
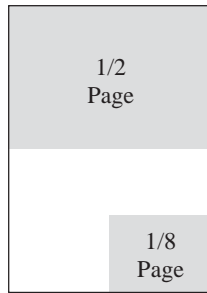
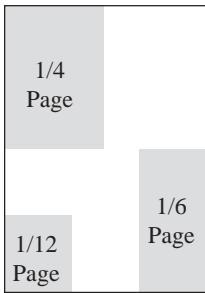


South Florida *Running Forum*

James F. Niemir, Publisher/Editor

www.sfrunningforum.com



About the Paper

FORMAT

Tabloid newsprint (11" x 17"), published monthly. Full-color cover and centerfold. Length is currently 36 pages.

CIRCULATION AREA

A 4,500 press run distributed in the South Florida region. Produced for the 10-participating clubs. The **Boca Raton Road Runners, Gold Coast Runners, Greater Fort Lauderdale Road Runners, Key West Southernmost Runners, Miami Feet, Northwest Broward Road Runners, Palm Beach Roadrunners, Sailfish Striders, South Florida Striders** and the **Wellington Runners** running clubs.

DISTRIBUTION

Direct mailing to 3,000+ running club members and their families. Available at **The Athlete's Foot** - Coral Springs, **Champs** - Key West, **FootWorks** - South Miami, **On The Run** - Naples, **Premier Running & Soccer** - Coral Springs, **Run & Roll** - West Palm Beach, **Runner's Depot** - Ft Lauderdale, Davie & Aventura, **Running Wild** - Ft Lauderdale, **The Runner's Edge** - Boca Raton, **Running Sports** - Juno Bch 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.

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"
1/6	Page - Vertical	3-5/32"	x	7-5/8"
1/12	Page - Vertical	3-5/32"	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	538	898	494	824	449	748	404	674	359	598
2/3-P	442	796	406	676	368	614	332	554	294	490
1/2-P	315	524	289	482	263	438	236	394	210	350
1/4-P	161	270	149	248	134	224	121	202	108	180
1/6-P	130	216	120	200	108	180	97	162	86	144
1/8-P	108	180	99	166	90	150	80	134	72	120
1/12-P	80	134	74	124	67	112	60	100	53	88
Bus Card	36									28

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.

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 \$500 for 4,000 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.