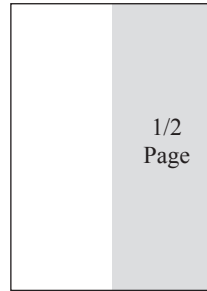
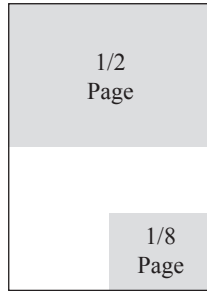
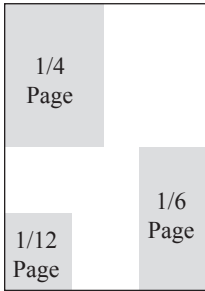


South Florida *Running Forum*

James F. Niemir, Publisher/Editor
www.SFRunningForum.com



About the Paper

FORMAT

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

CIRCULATION AREA

A 3,500 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, Northwest Broward Road Runners, Palm Beach Roadrunners, Runners Edge Foundation, 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 **Runner's Depot** - Fort Lauderdale, Davie, Coral Springs & Aventura, **Running Wild** - Fort Lauderdale, **The Runner's Edge** - Boca Raton, 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"

	Rates \$		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	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		
1/6-P	143	238	132	220	119	198	107	178	95	158		
1/8-P	118	198	109	182	99	165	88	147	79	132		
1/12-P	88	147	82	136	74	123	66	110	58	97		
Business Card	39 (3) month minimum											
Banner Ads	10 (3) month minimum											

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 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 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.