

# ADVERTISING

- PRINT DISPLAY
- WEBSITE
- E-BLAST
- CLASSIFIEDS
- CALENDAR LISTINGS
- EXPO LITERATURE

Rates effective January 2017

## MAGAZINE PRINT ADVERTISING

### ADVERTISING RATES - BLACK & WHITE

SIZE	1X	2X	3X	6X	12X
Back Cover	\$1800	\$1725	\$1625	\$1535	\$1470
Inside Front Cover	1700	1610	1550	1510	1425
Inside Back Cover	1650	1575	1525	1475	1400
Spread	2500	2110	2060	2000	1940
Full Page	1600	1500	1450	1400	1350
2/3 Page	1350	1185	1130	1065	995
1/2 Page Island*	1175	950	900	850	810
1/2 Page	1000	925	845	800	750
1/3 Page	665	650	565	530	495
1/4 Page	500	475	425	395	375
1/6 Page	335	295	285	270	245
1/12 Page	165	150	145	140	130

\* 1/2 Island – editorial all around, no other ads on the page

**COLOR CHARGES:** Add \$175 per spot color. **FULL COLOR PROCESS:** Add \$500 per page; half page or less add \$250

### AD SIZES AND DIMENSIONS

MAGAZINE FORMAT: 8.25 X 10.75 (TRIM SIZE)			
SIZE (INCHES)	HORIZONTAL		VERTICAL
Full Page (Bleed) bleed is 1/4 inch over trim size	8.75	x	11.25
Full Page (No Bleeds)	7.5	x	10
2/3 Page Horizontal	7.5	x	6.5
2/3 Page Vertical	4.875	x	10
1/2 Page Horizontal	7.5	x	4.875
1/2 Page Island	4.875	x	7.5
1/2 Page Vertical	3.625	x	10
1/3 Page Square	4.875	x	4.875
1/3 Page Vertical	2.375	x	10
1/4 Page	3.625	x	4.875
1/6 Page Horizontal	4.875	x	2.375
1/6 Page Vertical	2.375	x	4.875
1/12 Page	2.375	x	2.5

### MAGAZINE MECHANICALS

- Magazine Format – 8.25 x 10.75 (Trim Size)
- Bleed Size – 8.75 x 11.25 (Full page ads only)
- Cover Paper – 70# white gloss text
- Inside paper – 50# white offset
- Printed Web Offset
- Saddle-Stitched Bound

### GENERAL INFORMATION

- Print ad deadlines are the 5th of every month
- 5% discount for prepayment with submission of artwork
- Layout and design fees additional for ads created by publication's graphics staff
- Acceptable ad formats are high resolution PDF, EPS and TIFF or JPEG (300 dpi or higher) sized to the correct dimensions
- All ads can be emailed to [lee@runningmags.com](mailto:lee@runningmags.com)

## MARKETPLACE / CLASSIFIED PRINT ADVERTISING

### CLASSIFIED RATES AND DIMENSIONS

MINI DISPLAY AD RATES (2.375 horizontal x inches vertical)				
Per Inch	1X	3X	6X	12X
B&W	\$65	\$60	\$55	\$50
2-Color*	\$100	\$90	\$85	\$70
4-Color	\$150	\$105	\$100	\$85

\* Black & 1 color

BUSINESS CARD AD RATES (2 x 3.5 horizontal)				
	1X	3X	6X	12X
B&W	\$200	\$190	\$180	\$160
2-Color*	\$235	\$220	\$210	\$180
4-Color	\$285	\$235	\$225	\$195

\* Black & 1 color

CLASSIFIED "WORD" AD RATES
\$1.00 per word with standard bold face caps heading. Deviation from standard heading adds \$10.00. No phone ins; ads must be submitted by mail, fax or email. Word ads are non-commissionable. No frequency discounts.

### GENERAL INFORMATION

- Print ad deadlines are the 5th of every month
- 5% discount for prepayment with submission of artwork
- Layout and design fees additional for ads created by publication's graphics staff
- Acceptable ad formats are high resolution PDF, EPS and TIFF or JPEG (300 dpi or higher) sized to the correct dimensions
- All ads can be emailed to [lee@runningmags.com](mailto:lee@runningmags.com)

## WEBSITE AND E-BLAST ADVERTISING

### WEBSITE AND eBLAST ADVERTISING RATES AND DIMENSIONS

SIZE (PIXELS)	PRICE	HORIZONTAL		VERTICAL
Top Banner Web Ad	\$350 per month	728 pixels	x	90 pixels
Side Tile Web Ad	\$175 per month	160 pixels	x	160 pixels
eBlast - Print Advertiser	1 for \$900 or 3 for \$1800	up to 500 pixels	x	up to 900 pixels
eBlast - Non-Print Advertiser	\$1200 - includes 1/4 page, black & white print ad	up to 500 pixels	x	up to 900 pixels

### WEB ADS GENERAL INFORMATION

- Include a hyperlink to advertiser's website
- 5% discount for prepayment with submission of artwork
- Layout and design fees additional for ads created by publication's graphics staff
- Acceptable ad formats are JPEG, GIF or FLASH sized to the correct dimensions
- All ads can be emailed to [lee@runningmags.com](mailto:lee@runningmags.com)

### E-BLAST GENERAL INFORMATION

- Include a hyperlink to advertiser's website
- 5% discount for prepayment with submission of artwork
- Layout and design fees additional for ads created by publication's graphics staff
- Acceptable ad formats are JPEG and GIF sized to the correct dimensions. Maximum file size is 349K
- All ads can be emailed to [lee@runningmags.com](mailto:lee@runningmags.com)

## EVENTS CALENDAR

### TEXAS EVENTS

Calendar listings are free to events in Texas. Listing in the magazine is for two months - month prior and month of event. Advertisers' listings, however, are listed in **BOLD TYPE** and run continually until date of event.

### OUT-OF-STATE & NATIONAL EVENTS

For out-of-state, national and international calendar listings (outside of Texas) there is a \$25 per month fee or \$270 for 12 months. Out-of-state advertisers receive a listing for the months of their choosing. Includes both magazine and website calendars. For placement call Marie at 713-935-0555 or email [marie@runningmags.com](mailto:marie@runningmags.com).

### LIST YOUR EVENT IN THE TRT CALENDAR

To have your event listed in the TRT Calendar log onto [www.TexasRunnerTriathlete.com](http://www.TexasRunnerTriathlete.com). In the left navigation bar select **Calendar**. Then select [click here to add your event](#). Fill out the form and hit send. For help contact Loren Sheffer at 713-935-0555 - [loren@runningmags.com](mailto:loren@runningmags.com).

## EXPO LITERATURE

Many of the major events have "Expos" one or two days prior to the race. TRT has a booth at many of these expos in Texas. Periodically TRT distributes literature promoting up-coming race events in special display racks. The charge is \$100 per expo with a 10% discount for literature displays at four or more expos.

The advertiser (the event) provides the literature for a bin size of 8.5 x 11. Literature must be received by TRT at least one week prior to the expo date. Pre-payment required.

For placement call Marie at 713-935-0555 or email [marie@runningmags.com](mailto:marie@runningmags.com).

**PRICE: \$100 per expo** (10% discount for four or more expos)

### SHIPPING ADDRESS:

Texas Runner & Triathlete  
9219 Katy Freeway, Suite 290  
Houston, TX 77024

## AD SUBMISSION

For questions please call our production department at (713) 935-0555 or e-mail us at [lee@runningmags.com](mailto:lee@runningmags.com) prior to submitting ad. Ads submitted in an unacceptable format will be subject to design/layout fees.

### AD SUBMISSION

- All ads can be emailed to [lee@runningmags.com](mailto:lee@runningmags.com) or shipped prepaid to the address below
- Print ad deadlines are the 5th of every month
- Acceptable ad formats:
  - **Print Ads:** high resolution PDF, EPS and TIFF or JPEG (300 dpi or higher) sized to the correct dimensions
  - **Web Ads:** JPEG, GIF or FLASH sized to the correct dimensions
  - **eBlast Ads:** JPEG and GIF sized to the correct dimensions. Maximum file size 349k.
- Layout and design fees additional for ads created by publication's graphics staff

### SHIPPING ADDRESS:

Texas Runner & Triathlete  
9219 Katy Freeway, Suite 290  
Houston, TX 77024

## CIRCULATION AND DISTRIBUTION

*Texas Runner & Triathlete (TRT)* distributes between 10,000 and 15,000 copies each month to runners, triathletes, event organizers, sports medicine practitioners, sportswear industry, trainers, coaches, fitness gurus and others who have a vested interest in the sport. The avenues of circulation are "paid" subscribers via the mail (\$18.00 a year), over-the-counter sales (through running and biking retail outlets) and event distribution. Ninety percent (90%) of our U.S. Postal distribution under "periodicals permit" is paid.

Our circulation has a special grass-roots relationship as 42 local running and triathlon clubs have made a paid subscription part of their membership fee.

Prior to each month's printing, requests from event organizers are tallied to arrive at our press run number. These requests for magazines are then shipped to the race where they are placed in the race packets that are given to the race entrants or are passed out at exhibit expos that are held in conjunction with the race.

Total monthly readership of the magazine can reach as high as 50,000 according to our renewal surveys. Based on renewal invoices, which asks how many other people read *TRT*, 4.3 people were indicated on the average to have read the magazine per each subscription recipient.

## SUBSCRIBERS PROFILE

The more than 50,000 *Texas Runner & Triathlete* readers are a superior audience that are highly educated, upwardly mobile, and active people. Demographic data on these readers show them to be some of the most intellectual and affluent residents of the Southwest.

### GEOGRAPHICAL DATA

- 82% reside in Texas
- 18% reside outside Texas
- 48% live in a suburban area
- 28% live in an urban area
- 24% live in a rural area

### SOCIOECONOMIC DATA

- 38% earn more than \$50,000 a year
- 73% earn more than \$30,000 a year
- 73% are college graduates
- 37% have post-baccalaureate degrees
- Eat out more than three times a week
- 84% belong to a health club

### PERSONAL DATA

- Average age is 38
- 71% are male, 29% are female
- 59% are married, 41% are single

### CIRCULATION DATA

- Average number of readers per magazine: 4.3
- Total monthly readership: greater than 50,000

### ATHLETIC DATA

- Over 90% choose running as their primary athletic interest
- 27% cycle
- 23% participate in triathlons/duathlons
- 17% swim
- 14% participate in track & field and cross country
- Spend an average of 12 hours a week training
- Participate in an average of 9.5 road races a year
- Participate in an average of 3.5 tri/du events a year
- Participate in an average of 2 bike rallies a year

### TRT CONTACT INFORMATION

#### MAILING ADDRESS

P.O. Box 19909  
Houston, TX 77224

#### STREET ADDRESS

9219 Katy Freeway, Suite 290  
Houston, TX 77024

#### PHONE

713-935-0555

#### FAX

713-935-0559

#### WEB

[www.TexasRunnerTriathlete.com](http://www.TexasRunnerTriathlete.com)

### TRT STAFF

#### EDITOR

Lance Phegley  
[lance@runningmags.com](mailto:lance@runningmags.com)

#### ADVERTISING/CALENDAR

Loren J. Sheffer  
[loren@runningmags.com](mailto:loren@runningmags.com)

#### ADVERTISING/CIRCULATION

Marie Sheffer  
[marie@runningmags.com](mailto:marie@runningmags.com)

#### PRODUCTION

Lee Sheffer  
[lee@runningmags.com](mailto:lee@runningmags.com)

**PRINT DISPLAY & CLASSIFIED**

Ad Size \_\_\_\_\_

Dimensions (Width x Height) \_\_\_\_\_

Starting Month \_\_\_\_\_

Ad Space Rate \_\_\_\_\_

# of Insertions (x) \_\_\_\_\_

Total Space Rate (=) \_\_\_\_\_

Color Charge (+) \_\_\_\_\_

Design Charge (+) \_\_\_\_\_

**CONTRACT TOTAL** (=) \_\_\_\_\_

**WEB ADS**

Top Banner Ad (728 x 90 pixels)

Side Tile Ad (160 x 160 pixels)

Start Date \_\_\_\_\_

End Date \_\_\_\_\_

Website Link \_\_\_\_\_

# of Months \_\_\_\_\_

Monthly Rate (x) \_\_\_\_\_

Design Charge (+) \_\_\_\_\_

**WEB AD TOTAL** (=) \_\_\_\_\_

**E-MAIL BLAST**

Date of eBlast \_\_\_\_\_

Website Link \_\_\_\_\_

Subject Line \_\_\_\_\_

# of eBlasts \_\_\_\_\_

Rate (x) \_\_\_\_\_

Design Charge (+) \_\_\_\_\_

**eBLAST TOTAL** (=) \_\_\_\_\_

**GRAND TOTAL** \_\_\_\_\_

**ADVERTISING CONTRACT**



PO Box 19909 • Houston, Texas • 77224  
 Phone (713) 935-0555 • Fax (713) 935-0559  
 www.TexasRunnerTriathlete.com  
 Send files to: lee@runningmags.com

**CLIENT INFORMATION**

Name/Advertiser \_\_\_\_\_

Billing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_

Email \_\_\_\_\_

Publisher reserves the right to reject any advertisement the publisher deems unsuitable.

**Mechanicals:** Any advertising material not to specifications will be altered to fit. Please refer to the "Mechanicals" for ad dimensions.

**Discounts:** A 5% discount will be allowed when payment accompanies artwork.

**Deadlines:** The advertiser agrees to submit copy no later than the stated deadline - never later than the 5th of the month preceding month of issue. The publisher reserves the right to repeat the last standing ad or to charge for space reserved if acceptable copy is not received by deadline.

**Liability:** The publisher assumes no liability for advertising content and accuracy. Under no circumstances will the publisher's liability exceed the cost of the space.

The publisher accepts and publishes advertisements with the explicit understanding that the agency or advertiser is authorized to use the entire contents and subject matter thereof. In consideration of the publisher's acceptance of advertisements for publication, the agency and/or advertiser will indemnify and hold harmless from and against any loss or expense resulting from claims or suits based upon the contents or subject matter of such advertisements, including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement, and reasonable attorney's fees.

\_\_\_\_\_  
 Client Name (Please Print) Date Client Signature

\_\_\_\_\_  
 TRT Agent Name (Please Print) Date TRT Agent Signature