

SPECIAL ADVERTISING OFFER ♦ SPRING 2020 ISSUE



ANNUAL TEXAS TRIATHLON & DUATHLON PREVIEW

Featuring

THE 2020 YEAR-LONG TEXAS MULTISPORT CALENDAR

Dear Race Director,

Hello from *Texas Runner & Triathlete*. This Spring we are again publishing our "Annual Texas Triathlon Preview" for the upcoming season. This is your chance to reach thousands of triathletes across Texas and beyond.

The "Annual Texas Triathlon Preview" includes a year-long multisport calendar for the state of Texas and discounted advertising rates to all in the multisport community. Listings in the calendar are FREE to all multisport events in the state of Texas and advertisers, fees apply to out-of-state events that do not advertise. Make sure your event is included as many triathletes use this calendar to plan their races for the year.

Direct benefits of advertising your event whether or not you are located in Texas:

- Special ad rates include **full color at no extra charge**.
- Your event will appear in both our print and website calendars as soon as your advertising commitment is received, where it will stay until your event occurs **at no charge**. (Normally these continuous listings cost \$25 per month)
- All advertisers will be promoted through an eBlast provided free of charge by *Texas Runner & Triathlete* that goes directly to triathletes in the Texas market and beyond.
- Too far away? Many races throughout the U.S. report that their 2nd or 3rd largest out-of-state entry contingent is from Texas.
- Not sure? We have a "special intro offer"! – **1/6 page – full color – only \$485**

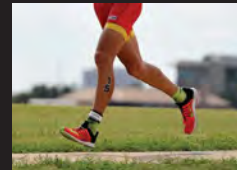
As you can see, this is a great opportunity to tap into the wide-spread Texas multisport community.

In closing, Texas has one of the largest triathlete populations in the U.S. and they do travel!



Texas Runner & Triathlete is the only publication devoted entirely to the Texas running and multisport scene. For over 30 years we have covered the core market with a paid circulation of 8,000 and a monthly total distribution of nearly 15,000 via race packets, retail distribution and expos.

ANNUAL TEXAS TRIATHLON & DUATHLON PREVIEW



ADVERTISING

SPECIAL DISCOUNTED ADVERTISING RATES FOR THE SPRING 2020 ISSUE

This is the **keeper issue** for triathletes throughout Texas as they hold onto it as a guide to help plan their racing season. Advertising in the "Annual Texas Triathlon Preview" allows you to target not only triathletes in Texas but many of our subscribers in the surrounding states that are looking to travel and participate in events.

AD SIZES	DIMENSIONS	PRICE
FULL PAGE (Full Bleeds)	8.5 (width) x 11 (height) Magazine trim size: 8.25 x 10.75 Bleed size is a 1/8 inch over trim size	\$2100 <i>Includes Color</i>
FULL PAGE (No Bleeds)	7.5 (width) x 10 (height) - Live Area Magazine trim size: 8.25 x 10.75	\$2100 <i>Includes Color</i>
1/2 PAGE	7.5 (width) x 4.875 (height) 3.625 (width) x 10 (height)	\$1250 <i>Includes Color</i>
1/3 PAGE	2.375 (width) x 10 (height) 4.875 (width) x 4.875 (height)	\$865 <i>Includes Color</i>
1/4 PAGE	3.625 (width) x 4.875 (height)	\$700 <i>Includes Color</i>
INTRO OFFER 1/6 PAGE	2.375 (width) x 4.875 (height)	\$485 <i>Includes Color</i>

- 5% discount for prepayment (before publication).
- Layout and design fees additional for ads created by publication's graphics staff.
- Ad Submission: ads can be emailed to lee@runningmags.com.
- Acceptable ad formats are high resolution PDF, EPS and TIFF or JPEG (300 dpi or higher) at original size.

2020 YEAR-LONG TEXAS MULTISPORT CALENDAR

USED BY TRIATHLETES AS
A PLANNING GUIDE FOR
THE YEAR

FREE TO EVENTS IN TEXAS AND ALL ADVERTISERS
\$25 FOR OUT-OF-STATE LISTING

FREE LISTING INCLUDES

- Event date
- Event name
- Distances
- Location
- Contact info and/or website address

ADVERTISERS LISTING INCLUDES

Same as free listing above

PLUS:

- Listing highlighted
- Free monthly listing in multisport calendar until event occurs (*print magazine and website*)
- (Two) Texas Runner & Triathlete one year subscription certificates to use as awards or prize drawings

TO LIST YOUR EVENT

WEB: www.TexasRunnerTriathlete.com
use the "Add Your Event" link

EMAIL: loren@runningmags.com

PHONE: 713-935-0555



+ PLUS

ALL ADVERTISERS WILL BE PROMOTED THROUGH AN eBLAST PROVIDED BY TEXAS RUNNER & TRIATHLETE THAT GOES DIRECTLY TO TRIATHLETES IN THE TEXAS MARKET AND BEYOND



FOR MORE INFORMATION
OR TO PLACE AN AD

Loren Sheffer – Ad Sales Representative
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SPRING 2020 ISSUE

DEADLINE FOR SPACE RESERVATION

FEBRUARY 28, 2020

DEADLINE FOR ARTWORK

MARCH 6, 2020