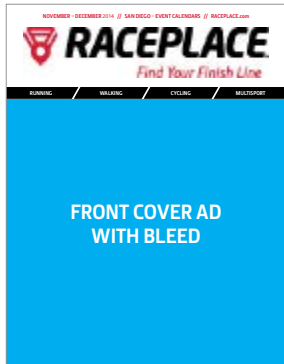
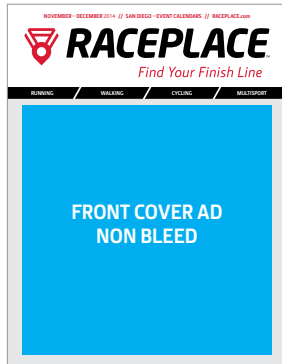


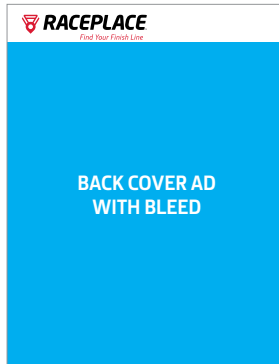
AD SIZES RACEPLACE MAGAZINE PRINT ADS



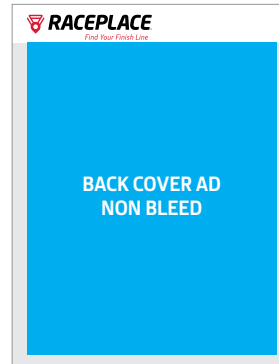
Front Cover Ad – With Bleed
 (4 Color – Gloss)
 Full-Bleed: 8.625" W x 8.25" H
 Trim Size: 8.125" W x 7.75" H
 Live Area: 7.25" W x 7.25" H



Front Cover Ad – Non Bleed
 (4 Color – Gloss)
 Non Bleed: 7.25" W x 7.25" H



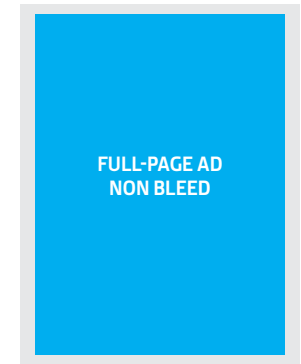
Back Cover Ad – With Bleed
 (4 Color – Gloss)
 Full-Bleed: 8.625" W x 9.875" H
 Trim Size: 8.125" W x 9.375" H
 Live Area: 7.25" W x 9.0625" H



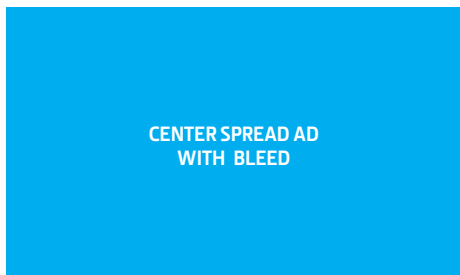
Back Cover Ad – Non Bleed
 (4 Color – Gloss)
 Non Bleed: 7.25" W x 9.0625" H



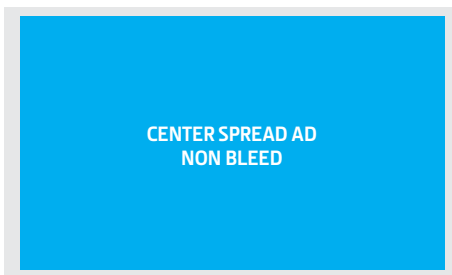
Full-Page Ad – With Bleed
 (Newsprint)
 Full-Bleed: 8.625" W x 11" H
 Trim Size: 8.125" W x 10.5" H
 Live Area: 7.25" W x 9.875" H



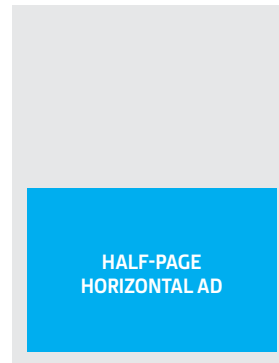
Full-Page Ad – Non Bleed
 (Newsprint)
 Non Bleed: 7.25" W x 9.875" H



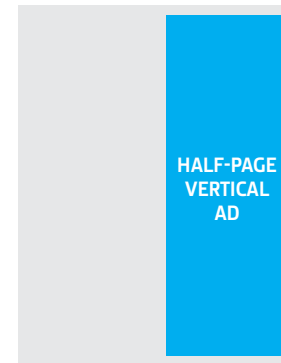
Center Spread Ad – With Bleed
 (Newsprint)
 Full-Bleed: 16.625" W x 11.125" H
 Trim Size: 16.25" W x 10.5" H
 Live Area: 15.125" W x 9.875" H



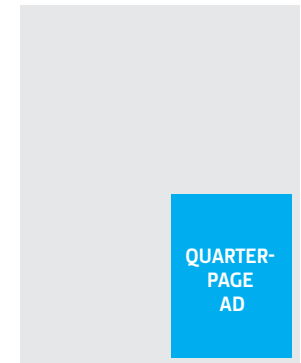
Center Spread Ad – Non Bleed
 (Newsprint)
 Non Bleed: 15.125" W x 9.875" H



Half-Page Horizontal Ad
 (Newsprint)
 Live Area: 7.25" W x 4.75" H
 Please include border



Half-Page Vertical Ad
 (Newsprint)
 Live Area: 3.5" W x 9.875" H
 Please include border



Quarter-Page Ad
 (Newsprint)
 Live Area: 3.5" W x 4.75" H
 Please include border

RATES & SPECIFICATIONS RACEPLACE MAGAZINE

2016 RACEPLACE MAGAZINE EDITORIAL CALENDAR

Issue	Editorial	Reservation Deadline	Asset Deadline	Available
January/February	2016 – Find Your Finish	12/1/15	12/5/15	12/31/15
March/April	Spring Events & Activities	2/14/16	2/15/16	2/27/16
May/June	Summer Events & Activities	4/17/16	4/18/16	4/29/16
July August	Summer Events & Activities	6/19/16	6/20/16	6/30/16
September/October	Events and Activities	8/19/16	8/20/16	8/29/16
November/December	Events and Activities	10/18/16	10/19/16	10/30/16

2016 RACEPLACE MAGAZINE AD RATES

Ad Type	Price Per Edition
Event Spotlight 2 Page Package (Optional 4)	\$2,500
Front Cover San Diego or Southern California (Gloss)	\$2,000
Back Cover San Diego or Southern California (Gloss)	\$1,700
2 Page Spread	\$1,700
Inside Front Cover	\$1,200
Inside Back Cover	\$1,100
Full Page 4 Color	\$800
Full Page Black & White	\$525
Half Page 4 Color	\$525
Half Page Black & White	\$300
Quarter Page 4 Color	\$300
Calendar Listing	\$60
Add bold to calendar listing	\$10



PRINT AD REQUIREMENTS

1. All documents must be in PDF format built to size as indicated on the next page. Add .25-inch bleed, all four sides, if full page ad is intended to bleed.
2. Ads should be composite CMYK if 4-color, grayscale if black and white.
3. Please make sure all images and colors are CMYK, not RGB.
4. Please DO NOT send ads with printer, crop, or registration marks.
5. All fonts must be embedded in the PDF.
6. Recommended page layout programs are InDesign, QuarkXpress, and Pagemaker.
7. Recommended programs are Photoshop and Illustrator.
8. All black text should be black only. Do not use registration black in the color palette or any other combination of CMYK values.
9. Recommended DPI for all images and final PDF is 300.

SENDING FILES

Email file to info@raceplace.com and identify your attachment by year, edition, and event name. (Ex: 15JanFeb.CustomerEvent.pdf)

If the file is too large to email, submit your file via FTP:

1. Go to <ftp://66.146.168.195>
2. **Username:** rpincoming
Password: ftprp
3. Drag file into the page
4. Send email to info@raceplace.com letting us know of your submission

QUESTIONS OR COMMENTS?

Email info@raceplace.com or call 858.485.9806

PRODUCTS RACEPLACE.COM ONLINE ADS

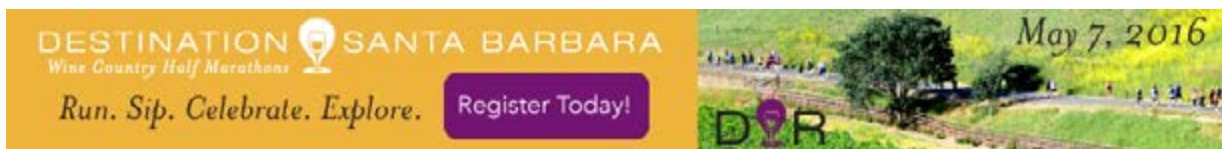
BRAND ADVERTISING

Make your event stand out by adding your design to our banners, medium rectangle and pop up ads on raceplace.com. Utilize your brand message with a custom design that sets you apart from other races. .gif files accepted for increased creative rotation.

Medium Rectangles
Size: 300x170 px



Banner Leaderboard top of site
Size: 728x90 px



Homepage Pop Up Ad
800x500



PRODUCTS DIRECT EMAIL MARKETING

2015 RACEPLACE DIRECT EMAIL MARKETING RATES

Product	Price per 1000 opens	Requirement
Special Discount Email – Full List	\$55	Must include an exclusive discount
Special Discount Email – Targeted	\$60	Must include an exclusive discount


- Utilized with only select advertisers.
- IO must be signed to secure inventory.
- Assets Due 14 days before email send.

ASSETS NEEDED

- High resolution logo
- Event Images – 3 minimum
- Discount or offer (must be exclusive to RACEPLACE)
- Content – 250 words of copy highlighting the event

QUESTIONS OR COMMENTS?

Email info@raceplace.com or call 858.485.9806



YOUR EVENT PROMOTION

Your Event Promoted with RACEPLACE Direct Email Marketing

Quiam int volore perio beatasi mintem aut eium unt, qui si conet omodignient abore omnimagnamet veliquametum saped quidem endipsandent molorpo renihilitas cum sit, eum faccaborre plique velectatem qui re veris am que et fuga.

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REGISTER TODAY!

SAN DIEGO
HALF MARATHON
SD

i will
SPEND LESS TIME
WORRYING
PRIORITIZE MY
HEALTH, &
TRAIN TO RUN
HALF MARATHON



20TH ANNIVERSARY

Want a PR and some major BLING?

SIGN UP FOR SURF CITY BEFORE THE PRICE GOES UP

BEACH - FULL & HALF MARATHON DISTANCES - SPECIAL 20TH ANNIVERSARY MEDALS - FLAT COURSE - POSTUM QUALIFIER - 3-DAY BEER GARDEN - LONG SLEEVE TECH SHIRTS - LIVE BANDS

REGISTER NOW & LOCK IN YOUR SPOT!

Join over 20,000 of runners from around the world on the