

Target Market!

Race Applications and Information

Printed & Distributed Directly

To Athletes!

2009 - Our 18th Successful Season.

With online registration!



Metro Race Forum is the Metropolitan area's most complete event application guide. It provides race information and schedules of events to **over 25,000** area athletes each issue, 5 times a year.

Close to **150,000 copies** were printed and distributed in 2008, over **One Million Copies** since the year 2000.

Metro Race Forum is sent to events requesting copies to be stuffed into race packets as well as sent to area clubs, retail stores, YMCA's, health clubs and a subscription base. Let **Metro Race Forum** do the tedious work of printing and distributing race applications / information which benefits both the athletes and the events.

Metro Race Forum Online Registration Service processed over 10,000 entries in 2008. Our simple, easy to access database is an easy way to collect entries, no typing, no deposits, and is also very user friendly for the athlete to enter quickly, with minimum fees.

Over 280 area races advertised in 2008, 118 races advertised in two issues.

Over 300 area races have used our Online Registration Service.

INCREASE YOUR NUMBER OF RACERS!

ADVERTISE FOR FREE!

USE OUR ONLINE REGISTRATION!

WE DONATE BACK TO THE EVENTS!

Cover Feature Race (in addition to race app inside, limited)	\$100 extra
Two Page L/R or back to back (same race only) 1 issue	\$450
Full Page 7.5" x 9.75"	\$289
Two Issue Full Page 7.5" x 9.75" (same race only)	\$450
Three issue Full Page 7.5 x 9.75 (same race only)	\$630
Leader Package 4.75" x 3.5" 1st issue, full page 2nd issue	\$375
Half Page 7.5" x 4.75"	\$199
Size 3 4.75" x 3.5"	\$175
Size 2 2.5" x 4" or 5" x 2"	\$140
Size 1 2.5" x 2" or 5" x 1"	\$100

Web Application Page linked to free listing (Application on Internet in PDF Format)	\$25
Regular Listing phone number & race location only!	FREE
Color per page - Additional	\$65 Multiple issue 10% off
Inside Back Cover - Additional	\$75
Inside Front Cover page 2 - Additional	\$95
Page 3 - Additional	\$100
Page 4 - Additional	\$70
Page 5 - Additional	\$75
Back Cover - Additional	\$95

All full page ads include links to: Email; Website; PDF app. online & map link

Online Registration Free!

www.raceforum.com/registration

All ads must be received by deadline date. Banner Ads for all advertisers \$25 a month extra.

All full page ads include web links to: Email; Website; PDF application online; Map link to race site and rebates

Artwork and Layout Extra!

All Prepaid Ads • 10% Discount

Send to: P.O. Box 483, Red Bank, NJ 07701 or upload to www.RaceForum.com/UpLoad

drice@raceforum.com

Phone: 732-915-0567

Toll Free # 1-877-814-7016

Fax # 1-877-408-8195

Credit Cards Accepted for Payments, Prepaid Included!

Receive Up to \$1.00 rebate per online entry @ RaceForum.com (Full & 1/2 page ads only)

Ad space will be on a first come first serve basis. Ads received first will receive better placement.

Get your ads in early!

See reverse side for instructions

www.RaceForum.com

Ad Deadlines - 2009 Issues All ads must be received by deadline date

<u>Issue</u>	<u>Ad Deadline</u>	<u>Release Date</u>
January <i>Online version only</i>	December 26	January 8
Feb/March	January 27	February 13
April/May	March 5	March 28
June/July	May 1	May 22
August/September	July 1	July 17
Oct/Nov/Dec	August 25	September 11

Rebates to races using our online registration!

See: www.raceforum.com/registration



Metro Race Forum

Applications & Schedules for the Metropolitan Area Runner & Multi Sport Athlete
2009 - Our 18th Successful Year We Distribute Applications

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Sign up for Online Registration!

Rebates of \$0.50-\$1.00 per entry with online registration.

Must be full or half page advertiser.

Below are instructions for getting your advertisement/application into the next issue of **Metro Race Forum**.

Online Registration Races Receive up to \$1.00 per online entry!

Please read carefully and make sure to meet the deadlines.

- Electronic formats acceptable, PC version if possible, Tiff, PDF (**with embedded fonts**), JPEG, EPS, Word, Publisher, Word Perfect, PowerPoint & Quark (PC).
- **Deadlines are very important; please make sure your ads are sent in by deadline date listed above.** If you cannot make the deadline, please contact us as soon as possible.
- If you are doing a smaller ad, please send camera-ready artwork by the deadline posted above. You may also have the **race application** posted and all links on the web for \$25 extra.
- Take advantage of the **10% discount on all** pre-paid ads and send a check with the ad or use credit card form. This does not apply to the 5 issue price structure.
- Master Card, Visa and Am Ex now accepted. All ads received that require re-work (2-sided, legal size, tri-fold or landscape design applications) will be charged at a rate of \$35/hour, **1 hour min.**
- Full & half page ads that sign up for our online registration qualify to receive rebate of
- \$0.50- \$1.00 per entry. **Must list Online Registration link on all ads and forms.**

Any other questions please contact us

Phone: 732-915-0567 - E-mail: drice@raceforum.com - Toll Free 1-877-814-7016

Free Advertising with our rebate structure

First time advertiser half page 1 issue - **245 online entries**, rebates exceed ad price, 2 issues - **295 entries**

First time advertiser full page - **314 online entries**, rebates exceed ad price, 2 issues - **454 entries**

Previous advertiser full page - **358 online entries**, rebates exceed ad price, 2 issues - **519 entries**

To Upload your ad to our server Go to: www.RaceForum.com/UpLoad

Checks & Mail to: Metro Race Forum, PO Box 483, Red Bank, NJ 07701

Overnight Packages: (Federal Express or UPS preferred) to this address:

c/o Doug Rice, 5 East River Rd, Rumson, NJ 07760

Note on Overnight Packages: Please sign release signature box to leave without signature

Don't forget to sign up for free online registration.

Races receive \$1.00 per entry rebate (full & half page ads only)

www.raceforum.com/registration

Live Area=7.5"x10" All live text and photos must be contained in this area

Trim Size=8 1/8"x10.75" Bleed Size=8.675"x11.25" (.25 bleed)