

# Road Race Management

4963 Elm St.  
Suite 106  
Bethesda, MD 20814

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December 15, 2018

**Memo to:** Current and Prospective *Road Race Management Online Guide* and Doping Sanction site Advertisers

**From:** Phil Stewart, Editor and Publisher

**Re:** *Ad Rates for the Free 2019 Road Race Management Online Guide and Doping Sanctions Sites*

Thanks for your interest in advertising in the *Road Race Management Online Guide to Prize Money Races and Elite Athletes and the Doping Sanctions sites*. The viewership of the site world wide has markedly increased over the last year with the the "**Doping Sanctions** site being cited by AIMS and the IAAF as the definitive listing of athletes who are either currently serving a drug suspension or have served a suspension in the past. Now more than ever our redesigned, free online resource is an important resource for athletes, event directors, coaches and others in the running industry.

We are dependent on the support of our advertisers in order to continue to provide this resource for free. Continually updating the information to make sure it is current requires a great deal of time. **We hope you will consider the value of this resource to the running community in addition to the excellent exposure the *Online Guide* and *Doping Sanctions sites* provide your event or service when making your advertising decision. Simply put – industry support is crucial to the success of the *Online Guide* and *Doping Sanctions sites*.**

*Advertising insertion orders are now being accepted for the 2019 Online Guide to Prize Money Races and Elite Athletes and the Doping Sanctions sites (all ads appear on both sites).*

The Online Guide offers many unique opportunities for advertisers:

- *The Online Guide and Doping Sanctions sites are free to users.* There is no charge for athletes, agents, and others in the industry to access the lists of prize money races, elite athlete bios and contacts, agent contact information, and lists of current and formerly suspended athletes.
- *Exposure throughout the Online Guide and Doping Sanctions sites.* Ads appear on the frame surrounding all the pages in the Elite Athlete, Agent, and Prize Money Event sections of the **Online Guide to Prize Money Races and Elite Athletes**, and in the frame of the **Doping Sanctions** site.
- *Ads are dynamic – they can be linked to any electronic or print document.*

For example, your event ad can link directly to the part of your event website that contains information specific to elite athletes or potential expo exhibitors.

However, if your event prefers not to put details about its prize money or elite athlete invitations on the website that is viewed by the general running public, your ad can link to any type of document that you want to provide. Another variation of this option is simply to provide an updated version of

a print ad that you may have done in the past, and we can link to the print ad. The beauty of this format is the different opportunities to provide more specific information than is possible in a static print ad.

- *These links can be changed during the course of the year.* Just send us updates or changes to your linked information and we will post the changes. The electronic ads provide a 365-day opportunity to tailor your message directly to elite athletes, agents, coaches and potential expo exhibitors. If you prefer to let us do the work, we will - at no additional cost to you - post a "Congratulations" ad listing all of your prize money winners, the following year's race date and elite athlete coordinator contact information.
- *There will be two "premium" position banner ads of 728 x 90 pixels across the top of the website.* Other available sizes are 160 x 120 pixels, 160 x 240 pixels and 160 x 360 pixels.

If you would like to see a page that shows the ad placements, please go to:

<http://www.rrmonlineguide.com/>

I hope you will join us and support this exciting and vital online publication.

Sincerely,  
Phil Stewart  
Editor and Publisher  
301-320-6865 or pstewart@rrm.com

# 2019 ROAD RACE MANAGEMENT ONLINE GUIDE

## ADVERTISING RATES

The **2019 Road Race Management Online Guide and Doping Sanctions** sites contain contact information for approximately 1,000 elite athletes and links to their biographies; contact information and links to over 400 prize money events along with previous year's results (as available); expo information for over 200 expos; and lists of over 800 currently or formerly suspended athletes and coaches. This information is free to users and is accessed directly from the Road Race Management webpage, [www.rrm.com](http://www.rrm.com).

### Specifications

All ads run on a calendar year basis from January 1 through December 31. All ads should be in .gif or .jpg format if at all possible. We will try to work with other formats, but cannot guarantee that they will work as well as the preferred formats. *File size should not exceed 20K*. Please provide the URL of the page you wish to link to, or supply documents you wish us to link to. If no URL is provided, we will link to your home page. All ads should be of one of the sizes outlined below.

#### Available ad sizes:

Standard ad size:	160 pixels wide x 120 pixels high	\$750.00*
Double size	160 pixels wide x 240 pixels high	\$950.00*
Triple size	160 pixels wide x 360 pixels high	\$1200.00*
Premier positions (only two available)	728 pixels wide x 90 pixels high	\$1300.00*

\* Rates are for 12 months starting January 1, 2019 and continuing through December 31, 2019. **All ads expire on December 31, 2019.** Ads running for less than 12 months ending December 31, 2019 are prorated as follows:

Ads placed from April 1, 2019 to June 30, 2019	Approx. 25% off above prices (\$525-675-825-950)
Ads placed from July 1, 2019 to September 30, 2019	Approx. 50% off above prices (\$350-450-550-625)
Ads placed from October 1, 2019 to December 31, 2019	Approx. 75% off above prices (\$175-225-275-325)

Ads can be updated throughout the year with no charge as long as a web-ready replacement of the same dimensions is provided. The page that the ad links to can be changed as well.

There are a limited number of ad spots. Act quickly to secure the spots with the highest visibility.

## CONTRACT TERMS

If needed, assistance is available for preparation of electronic copy at modest rates.

**Terms:** *Check or money order must accompany all written insertion orders. Payment in U.S. dollars drawn on a U.S. based bank. No agency commissions.*

**Deadlines:** Ads can be placed at any time; however deadlines for the start of the 2019 advertising cycle are: **Reservations: January 1, 2019. Materials: January 1, 2019.**

**General Conditions:** Contents of advertisements are subject to publisher's approval. Road Race Management, Inc. reserves the right to reject or cancel any space reservation at any time. Agency or advertisers shall indemnify publisher against any damages and related expenses (including legal fees) arising from the publication of the advertisement. The publisher is not responsible for any errors or omissions, or for any problems arising from publisher's producing electronic copy for advertisers. The publisher's sole obligation as to any failure or default on his part shall be limited to a refund of advertising charges.

# ADVERTISING CONTRACT

## ***2019 Road Race Management Online Guide and Doping Sanctions Site***

**To: Road Race Management Online Guide:** c/o Phil Stewart, Road Race Management, Inc., 4963 Elm St., Suite 106, Bethesda, MD 20814. (301) 320-6865.

*Please Print or Type*

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Event/Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Ad Title: \_\_\_\_\_

Size of ad (check one):

\_\_\_\_\_ 160 x 120 pixels;    \_\_\_\_\_ 160 x 240 pixels;    \_\_\_\_\_ 160 x 360 pixels;    \_\_\_\_\_ 728 x 90 pixels

Check one:

\_\_\_ Web address for link from ad: \_\_\_\_\_

\_\_\_ I will send (to pstewart@rrm.com) or have attached electronic files and will have you create the link to the ad.

**Amount Enclosed:** \_\_\_\_\_

Payment method: Check: \_\_\_\_\_ Credit card (complete information below): \_\_\_\_\_

Name on card: \_\_\_\_\_

Card type: \_\_\_\_\_ Card #: \_\_\_\_\_ Exp. date: \_\_\_\_\_ Security code: \_\_\_\_\_

Billing address (if different than above): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Send all insertion orders, materials, and payments** (check payable to Road Race Management) to:  
Phil Stewart, Road Race Management *Online Guide*, 4963 Elm St., Suite 106, Bethesda, MD 20814.  
**Phone:** (301) 320-6865. **Fax:** (301) 320-9164. **E-mail:** [pstewart@rrm.com](mailto:pstewart@rrm.com)