



FOOTPRINTS

ADVERTISING SPECIFICATIONS

Thank you

for considering advertising in the Harrisburg Area Road Runners Club's quarterly newsletter, *Footprints*. HARRC is recognized by the State and the IRS as a nonprofit club that serves the community by promoting running as a competitive sport and a healthy exercise. We are a member of the Road Runners Club of America (RRCA) and maintain our insurance policies through them. Your advertisement in our publication will reach running enthusiasts in the Harrisburg, PA area and beyond, as well as help us continue our primary mission to encourage running and active lifestyles in the area. To submit an advertising request or if you have a question, please email Kelly Spreha at kspreha@gmail.com.

ADVERTISING RATES (See next page for graphic representation and file specs)

Full Page:

Ad Dimensions: 8" w x 10.5" h

Cost Per Issue: Black/White: \$110; Full Color: \$130

Half Page:

Ad Dimensions: 8" w x 5.125" h

Cost Per Issue: Black/White: \$75; Full Color: \$85

Quarter Page:

Ad Dimensions: 3.875" w x 5.125" h

Cost Per Issue: Black/White: \$50; Full Color: \$60

Eighth Page (Most business cards are 3.5" w x 2" h):

Ad Dimensions: 3.875" w x 2.5" h

Cost Per Issue: Black/White: \$30; Full Color: \$40

NEWSLETTER DISTRIBUTION (as of March 2013):

Frequency, Deadlines and Distribution Dates:

⇒ Spring:

- all ads and content due no later than February 1
- covers March / April / May
- issue printed and mailed mid-February

⇒ Summer:

- all ads and content due no later than May 1
- covers June / July / August
- issue printed and mailed mid-May

⇒ Fall:

- all ads and content due no later than August 1
- covers September / October / November
- issue printed and mailed mid-August

⇒ Winter:

- all ads and content due no later than November 1
- covers December / January / February
- issue printed and mailed mid-November

HARRC Membership:

- one newsletter is mailed to every household
- first-class postage
- 307 individual members in 247 households and growing

HARRC Email List Distribution:

- email blast sent to complete list
- includes PDF attachment of the newsletter
- 412 unique email recipients
- list includes several non-members who have elected to receive Club mailings
- list is completely voluntary, no addresses have been purchased and no email addresses are sold or shared.
- list maintained on a secure server

PDFs of newsletters available online:

- Total Website Visits, January 1, 2011 - December 9, 2011: Unique hits: 12289 , Page impressions: 225409
- Complete past issues are available online (including all ads in them)
- Advertisers are also featured on a "Thanks To Our Sponsors" page.

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ADVERTISING SIZE

SPECIFICATIONS:

Please note that these sizes allow for a 0.25" safety margin between all ads and page trims. Ads can be built with live content up to but not exceeding specified sizes. Also, please adhere to the additional specifications listed at the bottom of this page.



QUARTER PAGE AD:

3.875" w x 5.125" h

FULL PAGE AD: 8" w x 10.5" h

EIGHTH PAGE AD: 3.875" w x 2.5" h

**Most business cards are 3.5" w x 2" h*

HALF PAGE AD: 8" w x 5.125" h

FILE SUBMISSION AND PRINTING INFORMATION:

- 1) Ad submissions should be emailed to kspreha@gmail.com and include the name and telephone number of a person we can contact in case of any problems or questions.
- 2) *Footprints* is laid out using MS Publisher 2010.
- 3) The publication is printed on a high-speed color laser printer, so "pleasing" color is all that we can provide at this time. We do not print PMS inks.
- 4) Our primary color concerns are the flesh tones of our members who appear in each issue. However, please do not feel discouraged from supplying color files. We will do our best to make sure your business is well represented.
- 5) Acceptable file formats are: Press-Ready PDF, EPS, & TIF. If you need to supply files in another format, please email kspreha@gmail.com in advance to make sure we can accept the format.
- 6) Please convert all colors to CMYK prior to submission, otherwise we will either convert them prior to printing or will let the laser printer do the conversion. It's best if you give us the files exactly as you'd like them to appear.
- 7) All fonts and images must be embedded and all raster images must be supplied at 300 dpi or higher for quality reproduction.

~ Kelly Spreha, Newsletter Editor, *Footprints*