

“Inspiring healthy lifestyles through competitive and charity events around Maine and New Hampshire.”

Race**ME**



2017 MEDIA KIT

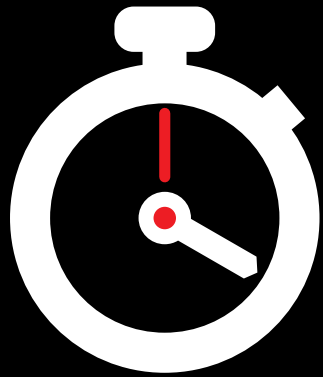


RaceME is your solution to stay prominent in the hearts and minds of various athletes, community volunteers and participants.

RaceME is Maine and New Hampshire's *ONLY* competitive and charity event publication, website and social media resource. Whether you are a race director, health care services provider, or sporting goods retailer, **RaceME** puts you front and center with the people you want to reach.



LEARN MORE



RACE
DIRECTORS

LOOKING FOR PARTICIPANTS? WE HAVE THEIR ATTENTION.

New events and products are added every year and our mission is to help you attain your marketing goals and stand out in front of this competitive crowd. Increase your event registrations, reach your funding goals faster, and achieve awareness for the cause you are supporting. **RaceME** is your solution to stay prominent in the hearts and minds of any level athlete, community volunteers and participants. [SEE HOW](#)

STAN@ACTIVITYMAINE.COM
207-671-7230



FOR MORE INFORMATION



**TRENDING WELLNESS
& COMMUNITY**

CONNECT WITH AN EAGER AUDIENCE

If you are looking to reach a market of motivated athletes with a network of supportive families and friends who could use your product or services to fuel their passions, you have found it. The **RaceME** audience is emotionally tied to their personal achievements and/or the cause they are helping to support.

From gear and accessories to orthopedic options, training classes, fitness or nutritional coaching, **RaceME** is the one place they can find the resources they are searching for. Take the lead by partnering with our editorial and design staff to incorporate key information about your products and services with engaging ads and editorial for print, web and digital applications.

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PHOTO COURTESY OF ST. MARY'S CENTER FOR ORTHOPAEDICS



FOR MORE INFORMATION



RaceME DISTRIBUTION

KEEPING YOU ON COURSE FOR FUNDING

*Our targeted distribution will attract new registrants for your events, so you meet your goals. You can find **RaceME** in over 700 locations across Maine and New Hampshire, including:*

- Free distribution at hundreds of local race events and registration tables
- Free copies at **RaceME** booths and packet pick ups at race events of all sizes,
- Freely distributed at **RaceME** booths at health & wellness expos in ME & NH
- Placed in specialty running stores, performance & fitness studios, running clubs around Maine
- Available In local offices and waiting rooms of Dentists, Hospitals, Chiropractors, Doctors, Salons & more
- In related business locations including Gyms and Health/Fitness/Yoga Studios
- Paid Magazine distribution at Supermarkets, Health Food & Convenience Stores (Hannaford, Shaws, Big Apple, etc.)
- 9 Month distribution starts in early April and last through November!



DIGITAL REACH

- Post your event to **RaceME**'s popular Digital Events Calendar
- **RaceME** website ads include digital package
- Promote your upcoming event in weekly newsletters to our expanding subscriber base
- We link your event to our social media pages & will include incentives & tracking code

EXCLUSIVE PARTNERSHIP DISTRIBUTION

We purchase space in managed displays in high-traffic areas to ensure your business is in front of the people you want to reach.

- All Maine Tourism's Regional Rest Areas from Kittery to Fort Kent and Fryburg to Calais
- Portland CVB locations, Jetport, Amtrak, and Concord Trailways Bus station, Maine Mall, Ocean Gateway
- **NEW!** CTM Media Group 40 Southern Maine Hotels, retail and attractions
- Plus magazine distribution at our tourism partner locations across New England

ADVERTISING

RATES & SPECS

Our advertising partners utilize our **CREATIVE DEPARTMENT, SOCIAL MEDIA EXPERTS AND COPY WRITERS** to engage with an instant targeted audience. **It's like having your own creative department with a built in fan base for your event or services!**

PREMIUM PAGES

Inside Front Cover	\$3,495	Opposite Welcome Page . .	\$2,395
Centerfold	\$4,495	Inside Back Cover	\$2,595
Page 1	\$2,495	Opposite Contents Page . .	\$2,395
Opposite Inside Back Cover .	\$2,395	Back Cover	\$3,495

EVENT LISTING PRICING

Event Listing \$75	Premier Listing \$125	Editorial Paragraph \$195
55 word description of event or company (FREE with 1/8 page ad!)	100 word description of event or company (FREE with 1/8 page ad!)	175 word description of event or company (FREE with 1/4 page ad!)

PRINT AD SIZES AND PRICES

Size	Width x Height	Regular	Early Season	Multi
Full Page	8.5" x 11"	\$1,995	\$1,795	\$1,595
1/2 Vertical	3.75" x 9.5"	\$1,295	\$995	\$845
1/2 Horizontal	7.62" x 4.6"	\$1,295	\$995	\$845
1/3 Horizontal	7.62" x 3.25"	\$1,195	\$895	\$745
1/4 Vertical	3.75" x 4.6"	\$895	\$695	\$575
1/4 Horizontal	7.6" x 2.25"	\$895	\$695	\$575
1/6 Page	3.75" x 3"	\$595	\$495	\$395
1/8 Page	3.75" x 2.2"	\$395	\$295	\$245
1/12 Page	3.75" x 1.5"	\$295	\$250	\$195
1/16 Page	3.75" x 1"	\$195	\$150	\$125
Listing		\$195		

WEB AD SIZES AND PRICES

Size	Width x Height	3 Months	6 Months	12 Months
Block	170 x 130 pixels	\$195	\$295	\$495
Banner	500 x 110	\$395	\$595	\$895

AD DEADLINES

Reservations: **February 17, 2017**
Materials Due: **February 24, 2017**

Ad Specifications

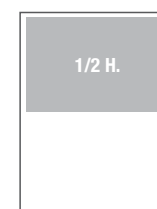
- All ads must be submitted as high resolution (press quality) flattened (Acrobat 4: PDF 1.3) PDF files at full size.
- All raster images and graphics (photos or scans) within the ad must be flattened CMYK .tif or .eps files, 300 dpi at 100%. Convert all spot, lab, or RGB colors to CMYK.
- All vector image files (Illustrator or CorelDraw) must be saved or exported as .eps files and all text must be converted to paths or outlines before placing in your document. Convert all spot, lab or RGB colors to CMYK.
- Fonts must be embedded in your PDF.
- If using a program that has transparency capabilities (InDesign, Illustrator or Photoshop CS), please be sure to use high resolution transparency flattening when making your PDF.
- If possible, a hard copy printout, at print size, should accompany your ad for type/knockout reference only. Color proofs of ads will be provided upon request.

Ad Formats

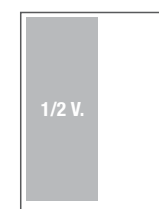
- Positions shown are only examples. The position of your ad may vary.
- All ad sizes are width x height.
- On full page ads, please keep critical information at least .25" from edges.



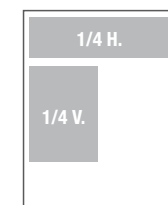
Full Page 8.5" x 11"
add .25" for bleed
keep critical info.
.25" from edge



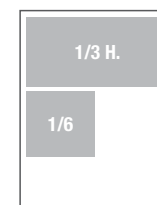
1/2 H. 7.62" x 4.6"



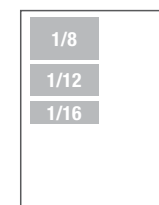
1/2 V. 3.75" x 9.5"



1/4 H. 7.62" x 2.25"
1/4 V. 3.75" x 4.6"



1/3 H. 7.62" x 3.25"
1/6 3.75" x 3"



1/8 3.75" x 2.2"
1/12 3.75" x 1.5"
1/16 3.75" x 1"

+ FREE EDITORIAL!

EDITORIAL WORD COUNT BY AD SIZE

1/8th page	50 words	1/4 page	100 words	Full page	200 words
1/6th page	75 words	1/2 page	150 words	Premium page . . .	300 words

Every **RaceME** print ad comes with **FREE** editorial space added to our feature story.

Additional editorial is available for \$50 per 25 words

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