



California Track & Running News

www.caltrack.com

2011

Received in the homes of 16,000-plus track & field, cross country, long distance running and race walking enthusiasts in California six times a year! These 20,000 break down to approximately 14,000 adults and 6,000 youth athletes and their families, as well as all head high school and college track coaches in California.

California Track & Running News is an association publication dedicated to the improvement of both the image and the performance of California athletes in the disciplines of track & field, cross country, long distance running and race walking. We take a grassroots approach to improving the quality of information available to the 20,000-plus serious athletes in these disciplines who are members of the four California and Northern Nevada USA Track & Field associations, by becoming their official source of information.

The Bottom Line: We'll help you reach California's "most frequent users." *California Track & Running News* will help you reach the "10 percent who influence the 90 percent" for race entries, footwear, uniforms, sweats, specialty store advertising, food supplements, track & field equipment, business equipment, travel and much more. The four USA Track & Field associations make up the backbone of our sport in California's running community—from serious athletes to fitness runners. Support the magazine that has its finger on the pulse of California's finest athletes and coaches—the 16,000 households receiving *California Track & Running News*! 10,000 fitness runners now get reprints of the *Runner's Schedule Calendar* each and every issue!

PUBLISHER

Larry Eder
Shooting Star Media, Inc.
P.O. Box 67
Ft. Atkinson, WI 53538

(608) 239-3785
Fax (920) 563-7298

larry.eder@gmail.com
www.shootingstarmediainc.com

ADVERTISING RATES (150,000)

4/Color (Gross Amounts)				
	1x	3x	5x	9x
Full Page	\$ 2,965	\$ 2,820	\$ 2,665	\$ 2,520
2/3	\$ 2,275	\$ 2,165	\$ 2,050	\$ 1,935
1/2	\$ 1,835	\$ 1,740	\$ 1,655	\$ 1,560
1/3	\$ 1,425	\$ 1,350	\$ 1,285	\$ 1,210

Black/White				
	1x	3x	5x	9x
Full Page	\$ 1,625	\$ 2,820	\$ 2,665	\$ 2,520
2/3	\$ 1,365	\$ 1,300	\$ 1,230	\$ 1,165
1/2	\$ 1,070	\$ 1,020	\$ 960	\$ 910
1/3	\$ 860	\$ 775	\$ 755	\$ 730

Event & Retail Store Advertising		
	4-Color	B/W
Full Page	\$ 2,200	\$ 1,265
2-Page Spread	\$ 1,808	NA
2/3	\$ 1,470	\$ 1,040
1/2	\$ 1,180	\$ 810
1/3	\$ 1,060	\$ 655
1/6*	NA	\$ 350

Web Rates	
\$25 per thousand for large banner, \$15 per thousand for small display ads. Sponsorship for e-newsletter and training programs available. We make your web ad for free! Sizes: 468 px. x 60 px., 120 px. x 60 px., 15–20 kb maximum file size.	

INSERTS WELCOME

Polybag inserts available. Catalog inserts (up to 16 pp) available for full run or demographic break-out. 50 break-outs available. Ad design/printing available. Ask your representative for details.

DISCOUNTS

Agency Discount:

15% for invoices paid by agencies within 30 days of invoicing.

Terms:

Net 20 days. All discounts null and void at 30 days.

ELECTRONIC FILES

300 dpi required. Please note, we prefer electronic files: MAC formatted, Quark preferred, on CD/Zips, with color laser proof, or email Alex on how to ftp ads to our site.

PDFs preferred.

\$25 fee to make PDFs or proofs or to resize.

SEND TO

Please send all ad materials to:
 Alex Larsen, Shooting Star Media, Inc.
 28 Milwaukee Avenue West
 Ft. Atkinson, WI 53538
 alarsen.adprod@gmail.com
 (920) 563-5551 ext. 153
 Fax (920) 563-7298

ADVERTISING SPECIFICATIONS

Ad Dimensions		
Full Page	Trim	8-1/8" x 10-7/8"
	Bleed	8-5/16" x 11-1/8"
2/3		4-9/16" x 10"
1/2	Island	4-9/16" x 7-1/2"
	Horizontal	7-1/16" x 4-7/8"
	Vertical	3-5/16" x 10"
1/3	Horizontal	4-9/16" x 4-7/8"
	Vertical	2-1/8" x 10"
1/4	Horizontal	7-1/16" x 2-3/8"
	Vertical	3-5/16" x 4-7/8"
1/6	Horizontal	4-9/16" x 2-7/16"
	Vertical	2-1/8" x 4-7/8"

CONTACTS

Publisher

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 P.O. Box 67 – Ft. Atkinson, WI 53538
 (608) 239-3785 – Fax (920) 563-7298
 larry.eder@gmail.com
 www.shootingstarmediainc.com

Calendar

Kees and Sandy Tuinzing
 Total Race Systems, Inc.
 (415) 472-7223 – Fax (415) 472-7233
 sandy@theschedule.com

Publisher's Representative

Peter Koch-Weser, National Advertising
 (310) 836-2642 – Fax (310) 836-7093
 pkwadvmag@yahoo.com

National Advertising

Running Network, LLC
 (608) 239-3785 – Fax (920) 563-7298
 runnetads@gmail.com

MAILING SCHEDULE

Mailing Schedule (5x)			
Issue	Insertion Orders Due	Materials Due	Mails
Jan. – March 11	11/30/10	12/5/10	12/19/10
April – June 11	3/01/11	3/5/11	3/20/11
July – Aug. 11	5/25/11	6/2/11	6/17/11
Sept. – Oct. 11	7/25/11	8/2/11	8/17/11
Nov. – Dec. 11	9/25/11	10/1/11	10/18/11

Did you know that up to 150,000 individual runners visit www.caltrack.com each and every month! Remember to combine print and web advertising in your 2011 plans!



Proud Member of the Running Network LLC
www.runningnetwork.com



P.O. Box 801 • Ft. Atkinson, WI 53538
 Phone (608) 239-3785 • Fax (920) 563-7298
www.ShootingStarMediaInc.com

Insertion Order	
Publication Name:	PO #:
Issue Date:	Insertion Order #:

Advertiser Information	Information
Company Name:	Company Name:
Contact:	Contact:
Address:	Address:
City, State, Zip:	City, State, Zip:
Phone #:	Phone #:
Fax #:	Fax #:
Email Address:	Email Address:

Ad Information	Rate Information
Ad Name:	Gross Rate (Per Insertion):
Ad Color:	Net Rate (Per Insertion):
Position Requirements:	Total Net (Per Insertion):
Ad Size:	SSM Representative:
Frequency:	
Instructions:	

Terms & Agreement

B&W and 2-Color Ads: Advertisers must provide film negatives, right-reading emulsion side down, repro proofs or camera-ready mechanicals. Screen density 120–144 lines. Total density not to exceed 175% for 2-color.

4-Color Ads: Advertisers must provide right-reading film, emulsion side down, with one set of progressive proofs, Chromalins or match print. AAAA offset standards apply. Screen density recommended at 133 lines. Total density of ink coverage should not exceed 260%.

Publisher reserves the right to reject any advertising deemed unsuitable for Shooting Star Media, Inc. Advertiser agrees to assume liability for all content of advertisements printed and for any claims arising from them against the discretion of the publisher. Publisher reserves the right to label all advertisements as advertising. Positioning of all advertisements is at the sole discretion of Publisher. Publisher assumes no responsibility for key numbers or reader service numbers. Advertiser is responsible for proofing all copy. Publisher will not be responsible for any ad copy after advertiser proofing. All checks must be made payable to Shooting Star Media, Inc. Net terms are 20 days from date of invoice. A monthly service fee of 1.5% will be assessed on all unpaid accounts after 30 days. Publisher reserves the right to reject any and all advertising from agencies or advertisers with unpaid invoices.

I HAVE READ, UNDERSTOOD AND AGREE TO BE BOUND BY ALL OF THE ITEMS ON THIS ADVERTISING INSERTION ORDER CONTRACT.

I FURTHER ACKNOWLEDGE THAT I AM ACTING WITHIN THE BOUNDS OF MY AUTHORITY IN SIGNING THIS AGREEMENT.

Signature, Advertiser or Agency Rep:	Date:
Title:	

Signature, Shooting Star Media, Inc.:	Date:
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