



LATINOS La revista oficial de los corredores latinos
CORRIENDO
LATIN'S Running

www.latinoscorriendo.com

2011

Covering the global world of athletics en español!

Latinos Corriendo, which translates as Latin's Running is published for the Spanish-speaking runner in the U.S., Central America, and South America. *Latinos Corriendo* is geared to the Latino runner interested in improving their performances, as well as keeping up on the sport with a keen eye to Spanish-speaking athletes in North and South America. In its second year, the response has been tremendous—over 8,000 are delivered directly to runners' homes each issue—with accolades on the design and writing. Edited by Gabriel Canto and translated by Larry Barthlow, *Latinos Corriendo* is your window to the most important new demographic in our sport—the Latino/Hispanic runner!

Distribution in 2011! We'll be going to Latino running clubs and races in Southern California, Florida, Texas, and New Mexico to distribute *Latinos Corriendo*.

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 (15,000)

4/Color (Gross Amounts)			
	1x	3x	6x
Full Page	\$ 2,965	\$ 2,820	\$ 2,665
2/3	\$ 2,275	\$ 2,165	\$ 2,050
1/2	\$ 1,835	\$ 1,740	\$ 1,655
1/3	\$ 1,425	\$ 1,350	\$ 1,285

Black/White			
	1x	3x	6x
Full Page	\$ 1,625	\$ 1,545	\$ 1,465
2/3	\$ 1,365	\$ 1,300	\$ 1,230
1/2	\$ 1,070	\$ 1,020	\$ 960
1/3*	\$ 860	\$ 755	\$ 775
1/6*	\$ 450	\$ 430	\$ 385

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

* 4-Color 1/3 and 1/6 page ads are sold on a space-available basis only. Terms: Net 20 days. No agency commission.

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

CONTACTS

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Race Ads, North America

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Race Ads, Central, South America

Gabrial Canto
 mexico@worldeventsnetwork.com

National Advertising

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

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"

MAILING SCHEDULE

Mailing Schedule (4x)			
Issue	Insertion Orders Due	Materials Due	Mails
February 11	1/10/11	1/15/11	1/26/11
May 11	4/1/11	4/5/11	5/5/11
October 11	8/20/11	9/5/11	9/28/11
December 11	11/5/11	11/15/11	12/1/11



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



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 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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