



M i s s o u r i **Runner and
Triathlete**

www.morunandtri.com

2011

Missouri Runner & Triathlete is the magazine for the Show Me state! From the Kansas City Marathon to the Go! St. Louis Marathon, from the Lewis and Clark Marathon to the Race for the Cure, to the Hospital Hill Run to the Missouri Prep XC and Track Seasons—*Missouri Runner and Triathlete* is here for you! Informed runners are better consumers, and that's good for running stores and races across the state!

Missouri Runner and Triathlete is a publication dedicated to the advancement of running, walking and multisport in and around the state of Missouri. We take a grassroots approach to improving the quality of information available to more than 8,000 individuals. Two USATF and eight RRCA clubs, along with high school and college athletes and coaches, make up the Missouri running community.

Support the magazine that has its pulse on Missouri's finest athletes, coaches and the 8,000-plus households receiving *Missouri Runner and Triathlete*. Local running news, race reviews and results, upcoming event calendars, not to mention national and international news, are featured regularly. Bottom line: If it has to do with running, this is the one magazine for you. Whether you live in Rolla, Kansas City, Bridgeton, or St. Louis, *Missouri Runner and Triathlete* is your connection to the sport.

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	6x	9x
Full Page	\$ 1,490	\$ 1,415	\$ 1,340	\$ 1,275
2/3	\$ 1,110	\$ 1,060	\$ 995	\$ 945
1/2	\$ 910	\$ 865	\$ 815	\$ 775
1/3	\$ 675	\$ 645	\$ 615	\$ 570

Black/White				
	1x	3x	6x	9x
Full Page	\$ 905	\$ 860	\$ 815	\$ 770
2/3	\$ 730	\$ 700	\$ 660	\$ 625
1/2	\$ 560	\$ 535	\$ 505	\$ 475
1/3	\$ 365	\$ 360	\$ 345	\$ 320
1/6	\$ 230	\$ 230	\$ 210	\$ 190

Event & Retail Store Advertising		
	4-Color	B/W
Full Page	\$ 1,080	\$ 690
2/3	\$ 835	\$ 550
1/2	\$ 670	\$ 425
1/3	\$ 505	\$ 285
1/6*	NA	\$ 150

*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

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

Larry Eder, Shooting Star Media, Inc.
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(608) 239-3785 – Fax (920) 563-7298
larry.eder@gmail.com
www.shootingstarmediainc.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

Missouri Runner & Triathlete is the official magazine of USATF LDR for Ozark and Kansas City Associations.



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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