

# michigan RUNNER

## Rates 2016

### Editorial Calendar - Special Issues

#### Jan/Feb

Michigan Runners of the Year

#### March/April

Annual Event Calendar  
Spring Shoe Review

#### May/June

Summer Runs

#### July/August

Fall Marathons

#### Sept/Oct

Michigan High School Runner of the Year  
Fall Shoe Review

#### Nov/Dec

### Circulation

6,000 print and online

### Issue Dates and Deadlines

Issue	Ads and Copy Due	Issue Date
March/April	February 1	March 1
May/June	April 1	May 1
July/August	June 1	July 1
Sept/Oct	August 1	September 1
Nov/Dec	October 1	November 1
Jan/Feb 2017	November 15	December 15

### Advertising Rates

	Four Color		Black & White	
	1X/4C	2X/4C*	1X/BW	2X/BW
Full Page	1495	1395	1125	1100
1/2 Page	1125	1075	875	825
1/3 Page	825	775	625	600
1/6 Page	485	435	425	375
1/12 Page	395	350	295	250

Two Color Ads . . . . . add \$175 to BW Rate

Cover (back, inside front or back). . . add \$100 to Full Page rate

Canadian Rates at Par

3X and 4X rates available. Call for details.

### Design Fees

We will create ads for the following additional fees:

Full Page, 1/2 page, 1/3 page . . . . . \$150

1/6 page, 1/12 page . . . . . \$75

Changes to Previous Ads . . . . . \$50



### Now on iPad

<http://issuu.com/michiganrunner>

### Media Packages

Packages including Michigan Runner television, Running Canada Television, Running Network Television, Michigan Running News weekly email newsletters, Web page tiles and banners. These are customized for each client.

### Mechanical Specifications

Final Trim Size . . . . . 8-1/8" x 10-7/8"

Image Area . . . . . 7-3/8" x 9-7/8"

### Ad Dimensions

Full Page Bleed . . . . . 8-1/2" x 11-1/8"

Full Page . . . . . 7-3/8" x 9-7/8"

1/2 Page Horizontal . . . . . 7-3/8" x 5"

1/2 Page Vertical . . . . . 5" x 7-3/8"

1/3 Page Square . . . . . 5" x 5"

1/3 Page Vertical . . . . . 2-3/8" x 9-7/8"

1/6 Page Horizontal . . . . . 5" x 2-1/2"

1/6 Page Vertical . . . . . 2-3/8" x 5"

1/12 Page . . . . . 2-3/8" x 2-1/2"

### Media and Proofs

Media: CD-ROM or email 300 dpi PDF

Programs: Quark Express, Photoshop, High-Resolution PDF

Proofs: Supply a hard-copy or pdf proof of your ad.

Fonts/Images: Supply all screen & printer fonts.

Images: Please include all image files at 300 dpi

Contact: Please supply the name and email or phone

number of the creative contact person.

We'll be glad to discuss these requirements.

(734) 507-0251 or [jennie@glsp.com](mailto:jennie@glsp.com)

**Our clients  
are googlable  
24 / 7 / 365**

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