

Michigan RUNNING NEWS

Michigan Running News

- **Weekly email newsletter**
- **Listing in newsletter calendar**
- **Event updates in newsletter**

Michigan Running News is delivered 52 times each year to an average of 10,000* subscribers.

Readers receive it directly through our email newsletter or as an inclusion by running clubs through their newsletters.

Michigan Running News breaks through the information clutter, and allows for fast breaking news to be conveyed to participants in the sport.

The 52 issues of *Michigan Running News*, six issues of the *Michigan Runner* magazine and regular *Michigan Runner Television* shows keep our readers and viewers informed 24/7/365.

* Distribution information can be provided

Rates

Michigan Running News

7 mos-1 year	27- 52 issues	\$2195
6 months	26 issues	\$1895
3 months	13 issues	1150
1 month	4 issues	425
1 week	1 issue	125

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

Great Lakes Sports Publications, Inc.

4007 Carpenter Road, #366 Ypsilanti, Michigan 48197
734.507.0241 • FAX 734.434.4765 • artmccaf@glsp.com • glsp.com



Sponsoring Michigan Running News

Michigan Running News sponsors are positioned to be the first thing readers will see when reading the issue. Our placement is considered to be "above the fold" of the newsletter.

Sponsorship includes four lines of text, normally the event's name and website. If we have done a prior Internet television event with a client, additional lines will highlight the shows as a value-added gesture for past business.

In addition, the sponsors are listed on the *Michigan Running News* event calendar each week, and may contribute short updates of their events as part of the newsletter.

