

# Michigan RUNNER

& FITNESS SPORTS



## 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

7,000 print and online

## Issue Dates and Deadlines

Issue	Ads and Copy Due	Issue Date
Jan/Feb	December 1	January 1
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	November 1	December 1

## Advertising Rates

	Black & White		Four Color	
	1X/BW	2X/BW	1X/4C	2X/4C
Full Page	1125	1100	1425	1325
1/2 Page	845	775	1125	1075
1/3 Page	600	575	825	775
1/6 Page	375	350	485	43ning5
1/12 Page	225	200	350	325
Two Color Ads	. . . . . add \$175 to BW Rate			
Cover (back, inside front or back)	. . . add \$100 to Full Page rate			
Canadian Rates at Par				

## Design Fees

We will create ads for the following additional fees:  
 Full Page, 1/2 page, 1/3 page . . . . . \$100  
 1/6 page, 1/12 page . . . . . \$50  
 Changes to Previous Ads . . . . . \$25

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

**Great Lakes Sports Publications, Inc.**  
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## 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: Please include 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