

Michigan RUNNING NEWS

Michigan Running News

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

Michigan Running News is delivered at least 50 times each year to an average of 7500* subscribers.

Readers receive it directly through our email newsletter or as an inclusion by running clubs through their newsletters. Current and past issues are also available through the *Michigan Runner* online Website: (<http://michiganrunner.net/news/>)

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

The 48+ issues of *Michigan Running News*, six issues of the *Michigan Runner* magazine and the 20-25 *Michigan Runner Television* shows, keep our readers and viewers informed 24/7/365

* Distribution information can be provided

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 two 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.

Example

The Old Runaround Marathon & 10 K, Sarnia, Feb. 30

Web: <http://theoldrunaround.com>

Video: <http://michiganrunner.tv/theoldrunaround/>

Rates

Michigan Running News

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|----------|-----------|--------|
| Year | 48 issues | \$1995 |
| 6 months | 24 issues | 1595 |
| 3 months | 12 issues | 995 |
| 1 month | 4 issues | 375 |
| 1 week | 1 issue | 125 |

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

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