

TRACK SHACK'S EVENT GUIDE



Track Shack's Event Guide has become essential for running/walking enthusiasts to plan their schedule for the upcoming months. The Event Guide is published by Track Shack's sister company Event Marketing and Management International, and is printed and distributed four times per year to a highly targeted and well-maintained direct mail list of 21,000 homes throughout the region.

Distribution/Circulation

- Circulation: 19,500 Homes. Nine Counties
Orange: 59.6%, Seminole: 20.8% ,
Osceola: 4.5%, Lake: 4.3%, Volusia: 4.1%
Other counties include Brevard, Polk, Hillsborough, Pinellas
- Readership: 3.2 per copy

Track Shack Customer Demographics

- Average Age: 30 to 54
- Average Income: \$75,000
- 58% Women
- 70% received a Bachelors Degree or Higher

Full Page Bleed

B/W: \$1500 / Full Color: \$2100
Trim Size: 8.5" x 11"
Bleed: 8.75" x 11.25"
Live Image area: 7.75" x 10.25"

Full Page Non-Bleed

B/W: \$1500 / Full Color: \$2100
Size: 7.75" x 10.125"

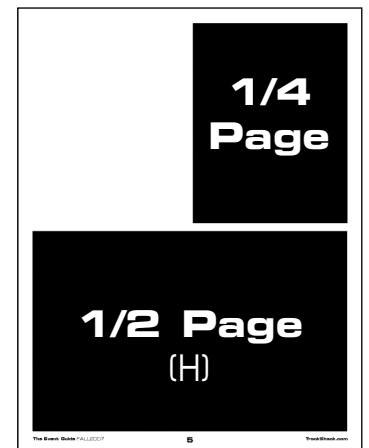
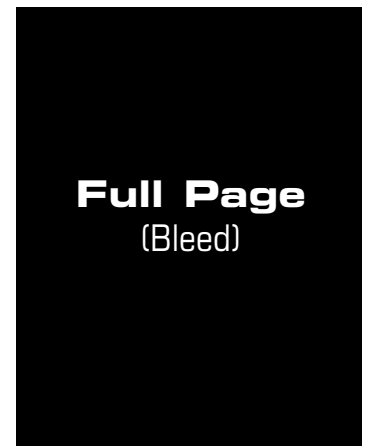
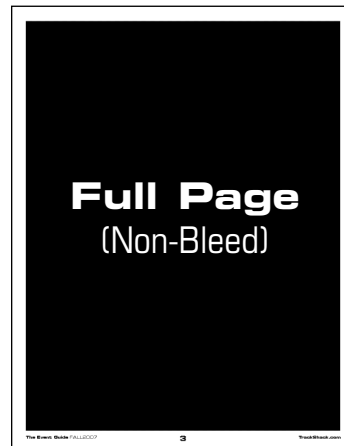
Half Page Vertical or Horizontal

B/W: \$750 / Full Color: \$1350
Vertical Size: 3.78" x 10.125"
Horizontal Size: 7.75" x 4.95"

Quarter Page

B/W: \$450 / Full Color: \$800
Size: 3.78" x 4.95"

Space is limited – reserve your space today!



COUNT ME IN!

**Please fill out company information and fax to 407-897-3243.
Once received, an EMMI representative will contact you.**

Contact Name: _____

Business Name: _____

Business Address: _____

City: _____ State: _____ Zip Code: _____

Phone _____ Fax: _____ Email: _____

Billing: An invoice will be sent based on the above ad reservation.

Event Guide Advertisement:

Full Color

- ___ Full Page - \$2100
- ___ Half Page - \$1350
- ___ Quarter Page \$800

B/W

- ___ Full Page - \$1500
- ___ Half Page - \$750
- ___ Quarter Page \$450

___ Design assistance with ad development.
\$125 - \$500, estimates available.

Mechanical Specifications

Preferred format is Adobe Acrobat PDF. Digital ad materials must be provided in PDF, Adobe Illustrator or Photoshop. Fonts must be embedded when providing ad in PDF format. Text in vector images, such as Illustrator files, must be converted to paths or out-lines to eliminate font problems. Save all images as EPS or TIFF only. All color artwork must be saved in CMYK format. Four-color PDFs must be composite CMYK documents.

Preferred materials: Digital, Macintosh format, supplied on CD with proof. Proofs: A production quality proof is required for four-color ads. A black & white laser composite proof is required or all other ads. Please note if no proof is supplied, EMMI/Track Shack holds no responsibility for errors.

Submission Deadlines

The email address for submitting ad is natalie@trackshack.com with *Event Guide* in the subject.

Advertising events August - October 2009

- Confirm Space June 5
- Camera Ready Ad Due June 19
- In the mail week of July 6

Advertising events late October - December 2009

- Confirm Space August 14
- Camera Ready Ad Due August 28
- In the mail week of September 7

Advertising events late January-March 2010

- Confirm Space November 6
- Camera Ready Ad Due November 20
- In the mail week of December 7

Advertising events March - May 2010

- Confirm Space January 8
- Camera Ready Ad Due January 22
- In the mail week of February 5

For additional details contact:

Natalie Casey, Vice President of Communication
Event Marketing and Management, International
1013 Montana St. • Orlando, FL 32803
P: 407.896.1160 • F: 407.897.3243 • E: Natalie@trackshack.com