

Pikes Peak Road Runners
the Long Run
Information for Printed Advertising

Pikes Peak Road Runners offers two means of advertising in its monthly periodical, *the Long Run*. Letter-size fliers can be inserted by PPRR volunteers at the monthly mailing prep, or ad space within the pages of the Long Run and on the cover can be incorporated by our layout editors. This document concerns printed advertising.

PPRR does not restrict advertising content, though it reserves the right to refuse any material deemed inappropriate for our readers. Additionally, the Postal Service prohibits us from accepting any advertising related to insurance, trips or travel agencies, or instruments of credit such as bank cards.

Printed Ads

A limited amount of ad space is available for printed ads included within the pages of *the Long Run* and on the cover. See below for information on rates and sizes. Please note that it is our policy not to print within the newsletter "tear-off" registrations or other forms.

Reservations: Space must be reserved for inside page and cover advertising, so contact the advertising coordinator as soon as possible. *Space reservations must be made by the 15th of the month for inclusion in the following month's edition.*

Submission: Artwork/e-File must be submitted to the advertising coordinator (advertising@pprrun.org) by the 18th of the month unless special arrangements have been made. The earlier the better, however, to allow time for revisions if necessary. PDF files are preferred, but we can work with most native files, vector formats, and bitmaps (e.g. jpeg). For full bleed artwork (inside or outside back cover), please include a minimum of 1/8" bleed over the edges, and be sure to include crop marks (see ad sizing pages below). If you need help with these details, contact the advertising coordinator.

Payment: Please make arrangements with the advertising coordinator, who can send an email invoice for the appropriate amount if needed. Payments should be mailed to:

Treasurer
Pikes Peak Road Runners
207 North Nevada
Colorado Springs, CO 80903

Please indicate that the payment is for *Long Run* advertising.