

# 2021



## The Manchester Road Race Souvenir Program Ad Rates

### ROAD RACE SATURDAY (Little Manchester Road Race) Souvenir Program Advertising

Over 4,000 copies of this program will be published and distributed prior to and on Saturday, November 20, 2021 to participants, spectators and visitors to Manchester, at the Manchester Road Race Sports & Fitness Expo, Little Manchester Road Race, and downtown locations. Road Race Program advertisers earn a 25% discount on Saturday Program advertising. Rates include color. Deadline for space reservations is October 10; deadline for artwork is October 15. An extension may be possible.

<i>Ad Size</i>	<i>Inches</i>	<i>Cost</i>
Full Page	8 x 10"	\$795
½ Page	8 x 5"	495
¼ Page	4 x 5"	295
1/8 Page	4 x 2 1/2"	195

### MANCHESTER ROAD RACE Souvenir Program Advertising

Over 16,000 copies of this program will be published and distributed prior to and on Thanksgiving Day, November 25, 2021 at high-visibility retail locations throughout the Manchester area, race participants, spectators and visitors. Rates include color. Deadline for space reservations is October 10, deadline for artwork is October 15. An extension may be possible.

#### Regular Display Advertising

#### Special Position Advertising

<i>Ad Size</i>	<i>Inches</i>	<i>Cost</i>		<i>Position</i>	<i>Inches</i>	<i>Cost</i>
Full Page	8" x 10"	\$1,695		Inside Front Cover	8" x 10 1/2"	\$1,895
1/2 Page	8" x 5"	995		Opposite Contents	8" x 10 1/2"	1,895
1/3 Page	8" x 3"	785		Inside Back Cover	8" x 10 1/2"	1,795
1/4 Page	4" x 5"	565		Back Cover	8 1/2" x 11"	1,995
1/6 Page (Vertical)	2 1/2" x 5"	395		Center Spread	17" x 11"	2,795
1/6 Page (Horizontal)	5" x 2 1/2"	395		<i>Color Charges</i>		
1/12 Page	2 1/2" x 2 1/2"	295		PMS color match		695
				Full Process Color		No charge

**Final artwork should be submitted in high-resolution, CMYK commercial print quality PDF format.  
In some instances, high-resolution JPEG files may work.**

Primary Sponsorship Contact: Jerry O'Connor  
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