Advertising with the Hudson Mohawk Road Runners Club (HMRRC) Website at www.hmrrc.com

OPTIONS

Our newly designed website offers several advertising options.

Masthead.—The right side of our masthead contains an approximately 2" x 2" space in which advertisers can highlight their race or services. The available space rotates among multiple sponsors, with each sponsor's message displayed for about 4 seconds before the next sponsor's advertisement appears. Viewers can click on the ad and be taken to either a PDF providing additional information or to the advertiser's website. The masthead appears on every page in the website.

HMRRC

The Delmar Dash
April 3, 2016

RACE INFO | CLUB INFO | MEMBERS | OUTREACH | CONTACT US

Race schedule.—HMRRC encourages race sponsors to add their events to our race schedule. Providing info about an upcoming race is free-of-charge. For race sponsors seeking greater exposure, HMRRC provides the option of linking to either a PDF or your own website as part of the race information. Events that opt for this additional service are automatically included in the Upcoming Events section of our home page.

UPCOMING EVENTS

43rd HMRRC Winter Maratho...	Feb 21
Brave the Blizzard 5km & ...	Feb 21
Runnin' of the Green 4 Mi...	Mar 12
Catch The Leprechaun 5K &...	Mar 13
5th annual Sap Run 5K	Mar 19

RACE RESULTS

USA Olympic Marathon Tria...	Feb 13

We will be collecting forms and handing out Wint

Footer.— The footer ad appears at the bottom of the home page (and all other pages) between the club's mission statement and the Links to other sites. This space is most suitable for advertisers seeking a long-term presence on HMRRC.com.

COSTS

The table below outlines the costs associated with advertising on HMRRC.com.

Location	Size	Comment	Cost
Masthead (right side below social media icons)	Approximately 290 pixels wide x 200 pixels high	Clicking on area takes user to PDF or website with additional info; appears on all pages.	$125/month $400/6 months
Sponsored Events- List your event on the race schedule on the home page of HMRRC.com	One-line description (As seen in graphic to the right hand side)	Clicking on event name takes user to PDF or web site; only HMMRC and sponsored events scroll on home page.	$40/month $70/2 months
Masthead/Sponsored event combo	See above entries	See above entries	10% off published prices
Race Listing	Does not appear on home page, only "Race Schedule" page	Includes event name, date location, contact info.	Free
Race Listing w/ link to your website or PDF		Additional link added to take users to PDF or website.	$25/month $40/ 2 months
Center footer (see description above)	Approximate 2x2"	Clicking on area takes user to PDF or website with additional info; appears on all pages.	$100/month $350/6 months
Pace Setter article location (right 2/3s of home page)	Depth varies	Detailed description of event coupled with link; primarily intended for HMRRC events.	Contact psads123@gmail.com for details.

GETTING STARTED

If you are interested in a masthead or footer ad or in incorporating your advertisement within the home page news items, contact our advertising director, Nick Webster at psads123@gmail.com.

SPECS

You will generally need the following to complete your ad: a GIF file providing teaser copy, a PDF (if you want to provide a link to a document, and/or your website address.

Our assumption is that these materials will be "ready to go" (HMRRC will be able to incorporate these items into our website with minimum effort). As long as you have a high quality image (JPEG or TIF) with dimensions similar to the space you purchase, we are able to manipulate the image to fit your space.

Don't have the necessary files? HMRRC's managing editor and graphic designer, Cyndy Allen, will work with you to develop what's necessary. There is a charge for these additional services. Contact Cyndy for more information at callen1@nycap.rr.com.