

Space Coast Runners Advertising Policy

Purpose: To provide guidelines for advertising opportunity requests with Space Coast Runners via the monthly newsletter, eBlasts, race packets, website and social media.

Newsletter

The online newsletter is published 11 months a year (June/July combined) and distributed the 1st of those months. A full-page ad is \$50 and it includes (1) eBlast to the general, active membership.

The deadline to place a newsletter advertisement is on the 25th of the month prior to publication. We accept ads in Word, Publisher, .pdf, .jpg, .png or .gif.

Material in the SCR newsletter may not be reprinted or used on a non-SCR website without permission from Space Coast Runners. Contact the Editor-in-Chief for more information.

EBlasts

One email (eBlast) to the general, active membership are included with a paid full-page newsletter advertisement.

EBlasts requested without a newsletter ad will be charged \$35 per distribution.

SCR-Owned Race Packet Inserts

These races include Space Coast Classic 15K and Eye of the Dragon 10K only.

Requests from advertisers and/or race directors to include race flyers and/or promotional materials in race packets shall be accepted at no charge. Items must be provided at least two weeks prior to the event. Requestors may be asked to help with packet stuffing.

When possible, reciprocal promotion would be appreciated.

Contact the Race Director of each race for more information.

Website Advertising

At this time SCR does not offer paid website advertising (banners, product links, etc.).

Club sponsors' logos will appear on the SCR website with a link to their website for the race season (August-July). For more information about Sponsorship opportunities, please contact Lisa Hamelin lisahamelin@gmail.com for more information.

Social Media

At this time, SCR does not offer paid or free social media advertising/promotion with the exception of SCR-Owned and Runner of the Year Series race promotion.

Anyone is free to post on the official Space Coast Runners Facebook page to help promote their race or event, however.