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**

Electronic eBlasts to the general, active membership are included with a full page newsletter advertisement.

Electronic eBlasts requested without a newsletter ad will be charged $35 per distribution.

**SCR-Owned Race Packet Inserts**

These races include Space Coast Classic 15K, Eye of the Dragon 10K and Space Walk of Fame 8K 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 (including businesses that offer discounts to SCR Members) will appear on the SCR

website with hotlinks to their websites for a period of one year from date of sponsorship/discount

initiation. For more information about Sponsorship opportunities, please contact Judd Spitzer juddls@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.