

Florida Race Place Magazine

January 2017



Media Guide

Advertising Rates

Race Directors Tool Box

This Issue Race Directors Check Us Out

FLORIDA RACEPLACE MAGAZINE

Advertise Your Event Here



Check us at Facebook & Twitter

813-417-0324 or joe@flraceplace.com

The Cutting Edge of Endurance Sports



FLORIDA RACEPLACE MAGAZINE NOV/DEC GASPARILLA SPECIAL

Why Should I Advertise In Florida Race Place Magazine

- Florida RacePlace Is The Oldest Endurance Magazine in Florida (34 Years)
- Florida RacePlace Magazine produces over 10,000 readership.
(To print 4/C posters or flyers at that volume would cost over \$950)
Florida RacePlace will distribute your Flyers when FRPM is distributed
(Call For More Details)
- Florida RacePlace is in over 100 running, biking and sport locals in central Florida.
- Florida RacePlace Eblast Out every month to over 22,000 active athlete (Value \$300)
Click Here [FRPM ONLINE MAGAZINE](#)
- Special Discount Rates to advertisers who prefer special Eblast Services.
- Florida RacePlace has 2 websites to highlight your Race or Business. (Free, Normal cost \$100)
(www.frpm.net - www.frpm.com)
(including webpage linkages to your race or Business)
- Florida RacePlace has a very active Facebook, Twitter, Instagram and Youtube page.
- Florida RacePlace is in development of a Smart Phone App, Due out Early August. (Free)
- Florida RacePlace will help with advice in Race Directors savings (FREE)

CHECK OUT OUR FLORIDA'S FINEST EBLAST SERVICE

So, to get the best coverage for your Race or Business check with Florida oldest & Reliable Endurance Sport Magazine.

Joe Fernandez / Editor

Check out our Latest Online Issue RacePlace Online

813-417-0324 joe@flraceplace.com

Deadlines 15th of prior Race month to hit streets.



Hello

Let me introduce myself and my magazine – Florida RacePlace Magazine.

My Name is Joe Fernandez and I am a active running for over 41 years & former triathlete as well as a race director of over 350 races. 37 years ago I started Florida RacePlace Magazine with a fellow triathlete Fred Rzymek when I noticed a limited way of getting my races exposers as well as finding information on other races, hence FRPM Magazine. We at FRPM have gone thru the Print era which is still going strong and added our exciting online edition. The two reasons the print edition still works is one it gets eye balls on your race and secondly your sponsor love the print logo exposure in the magazine. **(You got to take care of your sponsors)** and finally in the electronic era which is still evolving will have added online FRPM and coming soon **Frpm Online Phone Application**.

What we at FRPM can do for your race is this:

Print Advertising in Florida RacePlace Magazine (12,000) per issue - Price \$375 Full Page & \$250 - ½ page.

Print Listing in FRPM Magazine and FRPM Online (22,000 once a month) Guaranteed - Listing \$100 which Includes Links to your Webpage or Registration Site (Image add \$25)

Custom Eblast of your own to 22,000+ which Includes all listings **FREE**. To Purchase Eblast - Cost \$150 for 1, \$250 for 2 or \$300 for 3. Our Eblast are considered the best in the Central Florida area due to the fact it is all athlete driven as well as once a month email cleaning so you get fresh working emails.

All our Emails are linked to our Facebook as well as Twitter sites and we are constantly working on new social networking concepts in moving forward.

Our frpm.net and frpm.com is another adverting format you might be interested in as well.
Call for more info 813-417-0324 or joe@flraceplace.com.)

As the technology changes we at Florida **RacePlace Magazine** will be there on the cutting edge.
We are now working on a few new cutting edge adverting programs due out soon.

If awards are needed check our sublimation service **FRPM Awards** (call 813-417-0324) for details

Finally, If You have Race Certifications needs, Registration Site Help or Race Director needs feel Free to call as **FRPM**. We feel a well-run race is important to all involved.

So, in wrapping up check with **Florida RacePlace Magazine** for all of your print & electronic needs.
We have been doing this for over 37 years (The Longest Running Magazine of its type in Florida)
So we must be doing something right.

PRINT AND OR ELECTRONIC AS WELL AS E-BLAST SERVICES PLEASE CHECK OUT - PDF'S REQUIRED

FRPM MAGAZINE

3314 Henderson Blvd #100T

Tampa FL. 33609

Phone: 813-417-0324

joe@flraceplace.com

frpm.net frpm.com

Joe Fernandez - Editor/Owner



MAGAZINE

"The Cutting Edge of Endurance Sports"

RacePlace is a magazine produced as a service to the athlete and the needs of the athletic community. We are concerned with providing our readers with the goods and services they want and need. We feel that the service your company provides is a very important one and we feel that by advertising in our magazine we can give your company the exposure you desire to the people who will benefit most and be the most likely patrons of your particular service. Unlike many other sporting magazines that have come and gone, **RacePlace** has become THE running, biking and triathlon bible for endurance athletes in Florida

Raceplace Features

- Clearance House for Information on Running, Biking and Triathlons in Florida
- Complete Race Schedules-Running, Biking, Triathlon Events in Florida
- Florida RacePlace Hot Line 813-417-0324 Email joe@flraceplace.com
- Discount Coupons for Athletes (Coming in 2017)
- Race Application Forms\E-mail\Web Sites Hot Links
- Frpm.net, frpm.com Web Sites
- Florida's Oldest, largest and only true endurance Sport Magazine

Another reason to check with **Florida RacePlace** is our complete race application printing, distribution, FRPM Online Magazine and Eblast services; with 22,000 magazines distributed bi-monthly and 20,000 direct mailed online we can save you time and money. Starting June 2017 "Frpm Bicycle Magazine" addition, new and exciting online add-on publication.

Coming in 2017 - FRPM Phone Application

(See direct mail services.)

Who Uses RacePlace?

1. Mid Age Athletes (Ages 29- 59) Male 55 % Female 45%
2. Typically middle to upper-class professionals. (\$50,000 – \$100,000 A Family)
3. Athletes who regularly purchase running shoes, biking equipment and other sport related items.
4. Athletes who use sports clinics, sports doctors, vitamins and health foods.

Where Can RacePlace Be Found?

1. Fit2Run Stores, Fitniche Stores, Feet First Stores
2. Local Running Stores – Running Center, Suncoast Running, American Running Center
3. YMCA's in The Central Florida Area
4. Major Bike Shops in Florida including Outspokin Bikes, Kona Bikes, Village Bikes Sarasota and Chainwheel Drive.
5. Top Health Clubs and Massage Therapists.
6. Over 100 biking, running and triathlon events per year !
Including Gasparilla Distance Classic, Turkey Trot, Escape from Fort Desoto, St. Anthony's Triathlon, TopGun Triathlon and many more.



MAGAZINE

"The Cutting Edge of Endurance Sports"

**Florida RacePlace Magazine 39 years and counting...
When Advertising make sure you get the**



- 39 years of printing bi-monthly of which we have printed over 2,500,000 **HARD** copies.
- Distribute bi-monthly to over 100 running, biking, health clubs throughout the central / southwest Florida area.
- Distribute Florida RacePlace at 15-20 local sporting events during each issue of magazine.
- E-Blast - The Best eblast service in Florida goes out to 22,000+ active athletes.

NEW

- Florida RacePlace Online - online version that goes out to over 20,000 clean emails.
- Florida RacePlace smart phone app.
- Banner Placement on Florida RacePlace Websites.



MAGAZINE

"The Cutting Edge of Endurance Sports"

DISPLAY SPACE CHARGES (Print Version) Every Odd Month

FLORIDA (12,000)	6X	3X	2X	1X
Race Calendar Listing – 2 issues – per listing	20	30	40	50
Front Cover (4-Color)				2000
Back Cover (4-Color)	800	1000	1200	1400
Inside Covers	500	600	800	1000
Full Page Business Ad (bw) (4-Color Ad \$100)	300	350	400	450
1/2 Page Business Ad (bw) (4-Color Add \$100)	225	250	275	300
Double Page Spread (4-Color)				775
Full Race Page Application (4-Color)	275	300	350	400

ONLINE MAGAZINE Web Pages – Every Odd Month (22,000 E-Mails)

(FLORIDA (20,000) Print Advertisers	6X	3X	2X	1X
Race Calendar Listing – 2 issues	25	30	40	100
Full Page Business Ad (4-Color) per issue			50	100
1/2 Page Business Ad (4-Color) per issue			100	200
Full Race Page Application (4-Color)			75	150

Note: All Online Advertisers Get Free Hyper-Linking to there website – N/C

Note: Online Issue is Linked to FRPM Twitter, Facebook and Websites

EBLAST SERVICES – (22,000 E-Mails)

FLORIDA (10,000)

Flraceplace E-blast the cutting edge of E-blast in Florida. We send out your unique e-blast to over 22,000 Athlete's. We keep our list up to date with Constant Contact. Call for details: 813-417-0324

Advertisers

- 1 - \$75**
- 2 - \$150**
- 3 - \$200**

Non Advertisers

- 1 - \$150**
- 2 - \$275**
- 3 - \$325**

ONLINE WEBSITE BANNER CHARGES – Bi-Monthly

3X	2X	1X
	250	300

FLRACEPLACE Smart Phone APP coming in 2017.

Call for details: 813-417-0324

Joe@ flraceplace.com



MAGAZINE

"The Cutting Edge of Endurance Sports"

Note: Send E-Mail inquiries to joe@Flraceplace.com
(Calendar Header position \$250 per per issue.(Online Magazine Only) (Min. 5-8 Pages)
(Call 813-417-0324) (Minimum 3 Issues)

ONLINE E-BLAST SERVICE (22,000 e-Mails)

E-Blast (22,000 +) 2 per month Maximum - Advertisers = \$100 Non Advertisers = \$150 Each
Note: Send E-Mail inquiries to joe@Flraceplace.com for details.

For AD position availability call (813) 417-0324 E-Mail: joe@Flraceplace.com. All rates are prepaid.
Effective Date 01/01/17 Co-op advertising available through authorized companies.

PRINTING INFORMATION

Web Offset, trimmed and saddle-stitched
Trimmed page size 8 1/4" x 10 3/4"
Live area 7 1/2" x 10"
Bleed size 8 1/2" x 11"

Black and White
Halftones - 100 line screen

Four Color and Black and White (newsprint)
100 line screen preferred (newsprint)

PDF'S PRESS QUALITY ARE REQUIRED

DISCOUNTS

Recognized agencies receive 15% discount

PLACEMENT

Above rates are based on run-of-the-book
placement subject to the publisher's approval,
guaranteed placement is available at extra charge
Guaranteed location add 15%

LATE FEE

Ads received after deadline add 15% late charge.
Note: Closing Dates 10th of presiding month.
All Editions: Print / Web / Packet

COLOR CHARGES

1 spot color	\$50
3 spot colors	\$75
4 color	\$150

INSERTS

Requirements: surface area of the insert must
be smaller than 9" x 4".
Rate per 1,000 inserts \$400

MAILING

E-Mail Blasts service Call 813-417-0324

FORMAT OF FILES

***All Work must be either PDF Press
quality level or EPS File Format***

AD DESIGN AND PRODUCTION

AD Design & Typesetting \$75/hr.
Contact Candy – 813-892-6811 Email:
Candyart@verizon.net

www.frpm.net or www.frpm.com
PHONE NUMBER 813-417-0324
Email: joe@FlracePlace.com



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FlacePlace Promotions Services For Race Directors

Products & Services

2 Day Rental

• Honda gas generator (Includes gas and 50 feet electrical cord)	\$75
• 12 Inches Cones	
1- 24 cones	\$50
24 – 49 cones	\$75
50 – 100 cones	\$100
• Chalker (with Chalk)	\$50
• Mile Markers (1,2,3, Start sign, water sign)	\$25
• Box of safety pins (1440)	\$25
• Blank race numbers (1- 400)	\$50
• Registration Lights (Power Needed)	\$25
• ½ mile holler (power bull horn)	\$25
• Yellow safety vest. (yours to keep) \$15 each	----
• 4 foot tables (\$5 each)	----
• Flagging Tape (Orange or Pink) \$3 each)	----
• GPS Course Measuring – \$25 per Mile (Call)	----
• Timing / Finish – Call Florida Road Race Management 727-644-7608	
• T-Shirts – Call Design Sports 727-420-4666	
• Pick up supplies at FRPM Storage Unit in Tampa N/C – Delivery	\$50
• Video taping Finish Line & awards ceremony	\$150

Promotional Services – 813-417-0324 or Email Joe@flraceplace.com

- ***Race Director services*** – Call
- Print Advertising
- Online advertising
- Race banner online placement
- Eblast Services
- Race Hyper linking services

Send All Inquiries to:

Florida RacePlace Promotions
3314 Henderson Blvd #100T
Tampa Fl. 33609
813-417-0324 or

Email joe@flr6ceplace.com

Web: www.frpm.net or www.frpm.com

Effective Date 1/01/2017

Florida **RACE PLACE** MAGAZINE

"The Cutting Edge of Endurance Sports"

FREE
VOL. 31 • NO. 4
APR/MAY 2015



**COMING
FRPM SMARTPHONE**

DEADLINES FOR PRINT ADS Due on 15th

Print Ads also run in Frpm Online which goes out to over 25,000 athletes, frpm.net & frpm.com

E-BLAST

Check Out FRPM Eblast - The #1 Eblast Service in Florida, with over 22,000 mailing to Active Runners.

For Information Call: Joe - 813-417-0324



MAGAZINE

"The Cutting Edge of Endurance Sports"

OVERVIEW: FRPM PROMOTIONS

Florida RacePlace Promotion with over 39 years and 300 running and triathlon race experience behind our professional staff we feel we can give you the smoothest and well run event in the Tampa Bay area.

Check out some of the services we can provide.

Race Director Services

1. 2 meetings including meeting with City, Police and Volunteers.
2. Will provide phone help as needed.
3. Will help in course set-up and layout. Layout Value Cost \$275
4. Will help in procuring T-Shirts and awards if desired.
5. Will help in organization of awards ceremony and awards layout.
6. Help in setting up water stops and supplies for above mention water stops.
7. Organize Volunteers for pre race and post race. (Will supply 2 Professional course Volunteers day of race.
8. Work with Police and EMS units on race day to insure a safe course.
9. Help in working with race day food and drink as well as post race clean-up of site and other related items.
10. Help In Insurance (Road Race Ins.) Value Cost \$275
11. Help in acquiring race numbers) Value Cost \$175
12. Work with web designer to add or improve website and flyers.
13. Work with Florida Raceplace for best pricing on advertising.
14. Help in distribution of flyers in Tampa Bay area markets. (races and running stores)
15. Help in putting a promotion plan together.
16. Will provide for free, 1 E-blast to over 22,000 runners Value Cost \$250
17. Help in getting the post race information out to runners and other media outlets.
18. Work with finish line providers to produce smooth race day flow.
19. Help in procuring Insurance or certifications of race at best rates.
20. General saving to race between \$1000 - \$2000.

Call For Price Quote : 813-417-0324

Email: Joe@flraceplace.com

When you need the BEST, then Call the BEST!



MAGAZINE

"The Cutting Edge of Endurance Sports"

Testimonials

"As Gasparilla's Race Director for almost 20-years and because of the Gasparilla Distance Classic Association's mission to raise funds for Tampa Bay area youth charitable organizations, when it comes to spending, I am charged with utilizing our dollars in the most effective and cost efficient way as is possible. Every dollar spent is one less charitable dollar to add to the \$3 million that has been contributed since 1978. For this reason, and because we don't have access to an unlimited promotional budget, when placing local print advertisements for the annual Publix Super Markets Gasparilla Distance Classic Race Weekend Events, I must seek out a publication that offers local ownership, fair pricing, superior content, maximum distribution and direct access to Gasparilla's target audience of runners, walkers, triathletes and all-around fitness enthusiasts in the Tampa Bay market. Last and just as important, before making a decision, I look to make sure that the publication 'gives back' to the local community.

Gasparilla Distance Classic Race Director – Susan Harmeling

Being on the cover of FL Race Place has increased our numbers at the St.

Petersburg Times Turkey Trot. -- ***Turkey Trot Race Director Skip Rogers***

Florida Race Place Magazine is a tremendous asset to any race !! The majority of runners turn toward an "up to date", online periodical to see when and where their favorite races are all over the state and Florida Race Place fills that bill !!! Its easy to follow and offers the most information !--

Brandon Running Assoc. Bill McKnight

FL Race Place is dedicated to bringing both runners and multisport athletes the BEST info on events in The state of Florida! A must for an Event Director!

St. Anthony's Triathlon, Miles for Moffitt Race Director -- Susan Daniels

Back when I was preparing to launch the Gulf Beaches Marathon in January, 2000, Joe Fernandez was the first person in the Tampa Bay running community to step up and lend his support. To this day, he has worked with me on every race I've staged. I wouldn't think of creating or promoting a race without reaching the athletes through Joe's publication, Florida Race Place.

Florida Gulf Beaches Road Races -- Race Director Chris Lauber

In today's economy, Florida Race Place is the only safe place for the promotion of an event. Escape, TopGun, Suncoast Triathlons – ***Race Director, Fred Rzymek***

E-blasts from Florida Race Place are a sure-fire way to reach runners, cyclists and triathletes on Florida's west coast and beyond. As the event director of the Shark's Tooth 10K and Frosty 5K, we notice an immediate rise in the interest in our races and an increase in registrations directly correlated with the release of each e-blast. Racers love the Florida Race Place magazine and the full page ads we have run get noticed and get us results.

Event Director, Active Suncoast LLC -- Karen Haynes

I remember being the first advertiser in you magazine over 25 years ago. You remain my most valuable source of advertising. ***Florida Road Race Mang. -- Everett McDowell***

RPM AWARDS **SUBLIMATION**

Race Directors You Can Afford Sublimation

CHECK OUR GREAT PRICES

PLAQUES AS LOW AS

5 x 7 - \$6.95

6 x 9 - \$8.95

8 x 10 - \$10.95



TILES AS LOW AS

4.25 x 4.25 - \$5.75

6 x 6 - \$9.95



MUGS AS LOW AS

11 ounce - \$7.95

15 ounce - \$9.95



WE DO

BUTTONS

LICENCE PLATES

FLAGS, MOUSE PADS

**PLUS OVER 100 ITEMS
IN SUBLIMATION**

Race Place Awards

**3314 Henderson Blvd Ste 100 T
Tampa FL 33609**

**ORDER
NOW!**

Phone 813-417-0324

E-mail

joe@flraceplace.com