

2012 Online Media Kit

Focus your message at your target audience online!

CAMPAIGN SECTIONS:

DEPARTMENTS

- Place your messages in targeted sections: running, fitness, nutrition, sport medicine, sport performance, and more

FEATURES

- IMPACT Magazine Online includes hundreds of articles on sport performance, nutrition and fitness, video workouts, and exclusive information supplementing articles found in IMPACT Magazine

TARGET GEOGRAPHICALLY

- IMPACT can target your ad to serve a city or the globe!

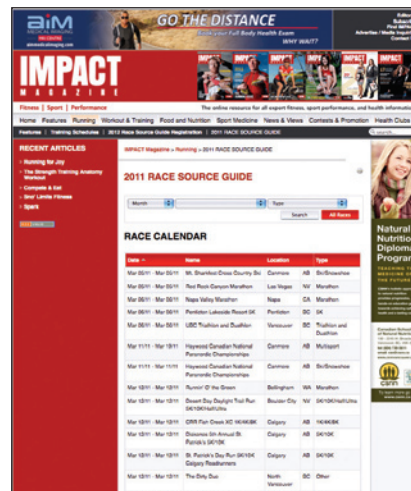
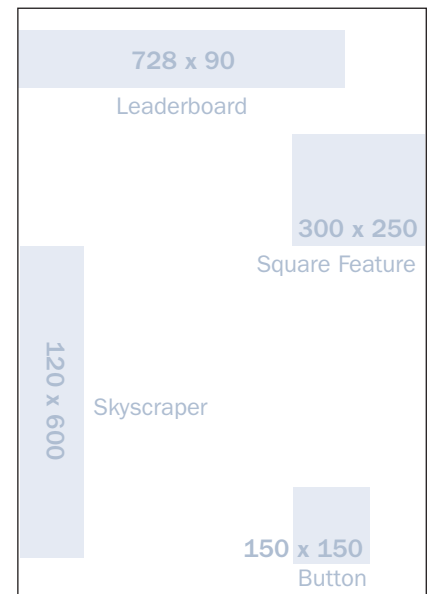
ONLINE RATE CARD

Ad size	150 x 150 button ad	300 x 250 square feature ad	728 x 90 leaderboard ad	120 x 600 skyscraper ad
1 month	175	500	595	595
2 months	150	475	575	575
3 months	125	450	550	550
6 months	115	430	530	530
12 months	100	415	500	500

Mechanical specs and guidelines on IAB guidelines and standards.

RACE SOURCE GUIDE EVENT ADVERTISERS

DIRECT LINK FOR YOUR EVENT ON THE **2012 RACE SOURCE GUIDE CALENDAR**: \$100



Fitness | Sport | Performance

CALGARY
2007 - 2 St. S.W.
Calgary, Alberta
T2S 1S4
Ph: 403.228.0605
Fx: 403.228.0627

VANCOUVER
#128 350 E. 2nd Ave.
Vancouver, B.C.
V5T 4R8
Ph: 604.642.0017
Fx: 604.642.0026

advertising@impactmagazine.ca
www.impactmagazine.ca