

RACE SOURCE GUIDE



Featuring the most comprehensive list of events in western Canada and selected Canadian and U.S. destinations!

- Running events
- Triathlons
- Multisport events
- Adventure races
- Duathlons

The annual RACE SOURCE GUIDE is a complete event listing for racers!

The RACE SOURCE GUIDE CALENDAR makes this the issue readers refer to all year long! (also posted on www.impactmagazine.ca)

CIRCULATION: 70,000

35,000 Calgary
35,000 Vancouver

DISTRIBUTION

The RACE SOURCE GUIDE is included in IMPACT Magazine's annual Running Issue, and distributed to IMPACT's, targeted distribution locations, including big and small events all year long!

NOW ACCEPTING BOOKINGS

Booking Deadline: February 10, 2012
Creative Due: February 17, 2012

IMPACT Magazine sponsors over 200 events a year. Find out how you can include IMPACT Magazine in your race kits and receive great prizes!

Advertise in IMPACT Magazine's most sought-after issue of the year!
MARCH/APRIL 2012 RUNNING EDITION

SPONSOR AD RATES FOR ALBERTA AND BRITISH COLUMBIA

COLOUR	SINGLE BUY	DOUBLE BUY	ADDED VALUE!
Back Cover	\$3,000	\$5,500	Logo recognition on RACE SOURCE GUIDE, calendar pages, and Web calendar.
Full Page	\$2,800	\$5,000	
Half Page	\$1,900	\$3,425	
BLACK AND WHITE	SINGLE BUY	DOUBLE BUY	
Full Page	\$2,200	\$3,950	
Half Page	\$1,400	\$2,500	

EVENT AD RATES FOR ALBERTA AND BRITISH COLUMBIA

BLACK AND WHITE	SINGLE BUY	DOUBLE BUY
Full Page	\$1,250	\$2,150
Half Page	\$695	\$1,250

Register your 2012 event date at: www.impactmagazine.ca/running/2012-race-source-guide/racesourceguidereg.html

Web Ad Rates 25% off all Web ads with any event or sponsor ad purchased.
RACE SOURCE GUIDE Calendar Web link: \$100/year.

Book early to avoid the waiting list!



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