

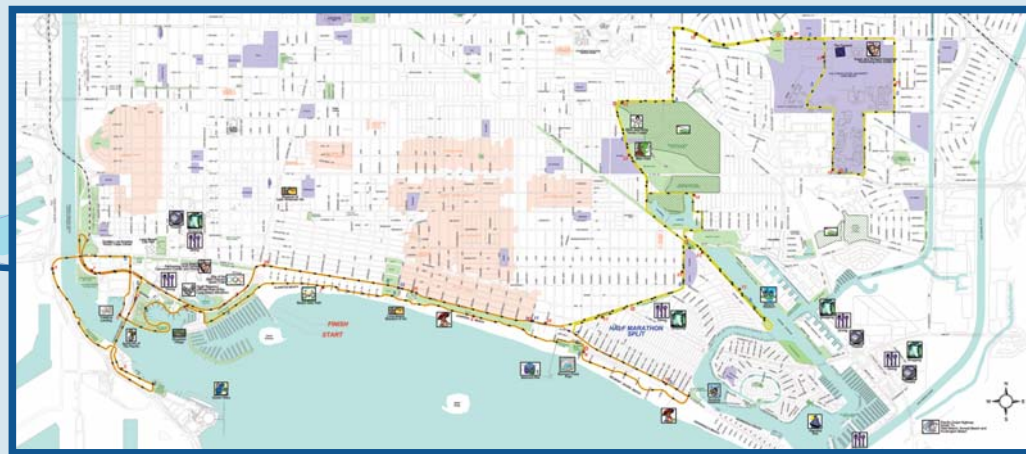


2011 Long Beach  
INTERNATIONAL  
CITY BANK ICB  
Marathon & Half-Marathon

25,000  
Extra Copies  
Distributed to  
Participants

[www.runlongbeach.com](http://www.runlongbeach.com)

# 2011 Long Beach INTERNATIONAL CITY BANK ICB Marathon & Half Marathon



RUN Racing is proud to again partner with the Long Beach Business Journal to present the Official Race Program for the Long Beach International City Bank Marathon. It is truly one of the premier marathon race programs in the nation!

In its 27th year, Long Beach is Southern California's Fall Marathon event. Held October 7-9, the event continues to achieve record involvement with more than 25,000 expected to participate. Events include the Full Marathon, Half Marathon, 26.2-Mile Bike Tour, Bubba Gump Run Forrest Run 5K and Aquarium of the Pacific Kids Run. The weekend's activities kickoff with the Health & Fitness Expo at the Long Beach Convention Center, attracting 50,000 people on Friday and Saturday, October 7-8.

Distribution of the Marathon Program includes 25,000 copies provided to each participant and 30,000 copies inserted in the regular circulation of the Long Beach Business Journal. The program provides valuable event information, interesting articles and what to do and see when visiting Long Beach.

Marathon and Half Marathon participants represent a powerful, upscale demographic with substantial spending power. The program offers a very targeted marketing opportunity to reach the participants and their families to consider your brand, product or service.



*Bob Seagren*

Bob Seagren  
Chief Executive Officer  
International City Racing

## RACE DAY SCHEDULE

### Saturday, Oct 8th

At the Aquarium of the Pacific

9:00 am Free Kids 1-Mile Fun Run

### Sunday, Oct 9th

Between Shoreline Village Drive and Pine

6:00 am Bike Tour

6:15 am Marathon Walkers

6:55 am Wheelchair Division

7:00 am Marathon & 1/2 Marathon

8:30 am 5K Run/Walk

## RUNNER DEMOGRAPHICS

(Source: International City Racing)

Male .....	47%
Female .....	53%
College Educated .....	86%
Household Income: over \$75,000 .....	73%
over \$100,000 .....	49%
Participants come from:	
Long Beach .....	12%
LA County (excluding Long Beach) .....	34%
Orange County .....	23%
San Diego County .....	4%
Ventura County .....	2%
San Bernardino .....	5%
Riverside .....	5%
Out of State or Out of Area .....	14%

## OFFICIAL PROGRAM PUBLICATION DATE

September 27, 2011 . . . 55,000 Copies

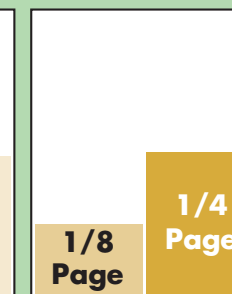
Ad Space Deadline: September 21st

Camera-Ready Art Deadline: September 22nd

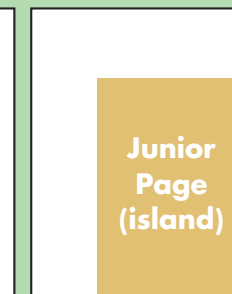
## ADVERTISING RATES (net)

Ad Size	Black & White	Full Color
Full	\$2,250	\$2,400
Junior (island)	1,400	1,550
1/2	1,300	1,450
1/4	675	825
1/8	345	495

## ADVERTISING SIZES



Ad Size	(Width	x	Height)
Full	10 1/16"	x	14"
Junior (island)	7 1/2"	x	10"
1/2	10 1/16"	x	6 7/8"
1/4	5"	x	6 7/8"
1/8	5"	x	3 3/8"



## Publication Format

Tabloid Size: Four Columns Per Page

Web Offset: 32 lb. ElectroBrite

1 Column: 2 3/8"

Page Image Area: 10 3/8" x 14"

Finished Copy: 10 7/8" x 14 1/2"

For Race Information  
Call 562/427-4606  
or Visit [www.runlongbeach.com](http://www.runlongbeach.com)

## ELECTRONIC REQUIREMENTS

### Format:

We accept artwork in the following formats: PDF/X-1a:2001 (preferred); EPS; TIFF; or Quark XPress 8, Adobe Illustrator & Photoshop CS4. All earlier versions of these programs are acceptable.

**PLEASE NOTE:** Files created with word processors or presentation programs (such as Microsoft Word and PowerPoint) are not accepted as final artwork. Definitely no Publisher files accepted.

### Fonts & Links:

Mac platform is preferred. When supplying Quark XPress 8, Adobe Illustrator & Photoshop CS4 files, all fonts must be supplied or converted to paths. All linked files must be supplied or embedded in the document.

### Submission:

CD or DVD submissions are acceptable, and a hardcopy proof must accompany the media. Files may be uploaded via our Web site, FTP or e-mail.

### Output Settings:

All color files must be in CMYK mode. Black and White advertisements should be grayscale, no color. DPI: Minimum 240. Density: 240% (process color photos).

To Reserve Your Ad Space, Please Call 562/988-1222