



115TH Boston Marathon®

April 18, 2011

BOSTON MARATHON

Official 2011 Program Magazine





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Be a part of history in the pages of the *Boston Marathon 2011 Official Program Magazine*.

The Boston Marathon is the world's oldest and most prestigious marathon. Each year new history is written on the long road between Hopkinton and Boston. You'll have a front-row seat by joining the pages of the *Boston Marathon 2011 Official Program Magazine*, the only print publication officially sanctioned by the Boston Athletic Association (B.A.A.).

RATE BASE: 85,000 minimum
(Includes exclusive distribution to every race entrant)

CLOSING DATE: March 10, 2011

PUBLICATION DATE: April 6, 2011

4-Color Included for All Ads

SOLD! back cover	\$16,000
inside front cover	\$14,500
inside back cover	\$14,500
page one	\$14,500
spreads	\$21,000
full page	\$12,500
2/3 page	\$10,250
1/2 page	\$8,500
1/3 page	\$7,000
1/4 page	\$6,000



For more information, call Alicia O'Neill at (203) 858-9939 or email her at alicia@reachmorerunners.com

Phoenix Media/Communications Group Sports Books
126 Brookline Avenue | Boston, MA 02215 | 617.859.3242 | www.phx.com/sportsbooks

MECHANICAL SPECIFICATIONS:

AD SIZES:

Full Page Non-Bleed 7.625"W x 10.125"H

Full Page Bleed

Bleed Size 8.875"W x 11.375"H

Trim Size 8.375"W x 10.875"H

Live Area 7.625"W x 10.125"H

2/3 Page..... 5.175"W x 10.25"H

1/2 Page Vertical 3.75"W x 10.25"H

1/2 Page Horizontal 7.875"W x 5"H

1/3 Page Vertical 2.5"W x 10.25"H

1/3 Page Square 5.125"W x 5"H

1/4 Page 3.75"W x 5"H

Spread

Non-Bleed Size..... 16.25"W x 10.25"H

Bleed Size 17.25"W x 11.375"H

Trim Size 16.75"W x 10.875"H

Live Area 16"W x 10.125"H

AD CONTENT:

Publisher reserves the right to reject any ad that does not meet the high standards of the Boston Athletic Association and the Phoenix Media/Communications Group. Publisher assumes no liability if for whatever reason it becomes necessary to omit any particular ad. Cancellations not accepted after closing dates.

GENERAL PRINTING INFORMATION:

PRINTING: Four color web offset.
150 line-screen. Maximum ink density: 290.

COLORS: Four-color standard balanced process colors.

PREFERRED MATERIALS: Composite PDF format preferred (press optimized or, if possible, PDFX certified). Flattened Photoshop files are also acceptable. All other images should be CMYK. All fonts should be imbedded or converted to paths where applicable. We are a Mac-based company. PC-native files are discouraged. Please Name your file with simply the ad name. No spaces, numbers, or special characters.

BY EMAIL: Send composite PDF (up to 5mb) to htemkin@phx.com or your account executive.

BY FTP: For files over 5MB, upload to our FTP site. Access our FTP site via any FTP client (e.g., cyberduck, filezilla, cuteftp).
Address: ftp.phx.com
User name: phxftp
Password: (No password - leave blank)

SHIPPING INSTRUCTIONS:

All contracts, insertion orders, correspondences pertaining to advertising and all printing materials shipped to arrive by the published closing date of the magazine, should be shipped to the address below.

The B.A.A. Boston Marathon Official Program is published under official sanction of the Boston Athletic Association. The Publication date may change to accommodate statistical information.



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