



Event Advertisers



website / newsletter / social media

RPM DIGITAL. RPM may have “gone digital,” but promoting races and fitness-focused events in Michiana remain our No. 1 mission. We have new, fun ways to promote your event at affordable rates. Go basic and if you want more, add some a la carte options that suit your budget.

■ Basic Event Promotion

- **\$75/monthly;** 1 - 3 months
- **\$50/monthly;** 4 - 6 months
 1. Event **logo/link** on weekly Next UP! e-newsletter
 2. Event **logo/link** on homepage of RacePlayMichiana.com website
 3. **Race Preview** (event story)
 - RPM will interview and write an event story, or take your submission, for posting in the new Shorts & Briefs e-newsletter distributed every Wednesday and shared on FB/Twitter.
 - Story will be posted on the Event Review section on the website homepage.
 - Option for 10-15 second video promotion for Instagram/facebook. There will be short, fun “Come on out” videos created by event hosts, guest speaker or RPM personnel announcing race and a few highlights.

■ A LaCarte options

- **Combined with basic events package,** include any general advertising option(s) for **20% off.** (This includes website options, Shorts & Briefs e-newsletter ads and sponsored stories. *See general advertising information.*)

■ Homepage Photo with date/name banner

- **\$100/weekly**—This will be scheduled and reserved on a first-come-first served basis.

■ (Coming for April) Plus Package for Events

- **\$150/monthly**—includes all of the above plus:
 1. Rotating Display ad on website.
 2. **Targeted \$10 boost** of race preview story on FB; Instagram post.
 3. Will host **free Registration contest** on social media to provide extra buzz and promotion for event.

contact

QUESTIONS? *Let's chat it out.* **Contact** Jan Spalding

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