

website

RPM DIGITAL. As a digital newspaper, RPM will drive users to the website through two weekly e-newsletters and social media posts. We've enhanced the RPM website to host advertising and weekly stories along with training and event calendar resources. To continue to grow all audiences, we'll continue to be present at events with promotional pieces. You will also still see (and advertise in) printed RPM, just on a more seasonal basis.

- Current website analytics reflect the past bi-monthly pattern of the printed issue: 800-plus visits per two-monthly cycle.

■ **Homepage Stationary Ads**—Limited space. All stationary ads will be placed on first-come first-serve basis.

Visual	Monthly Cost	Pixel Size: W x H	Additional
Small Rectangle	\$75	230px X 115px	
Square	\$125	230px X 230px	
Tall Rectangle	\$150	230px X 460px	Appear on posted stories
Large Rectangle	\$200	530px X 270px	Appear on posted stories

■ **COMING SOON! Rotating Banner Ad**—Limited space. Banner ads will be placed on first-come first-serve basis.

Visual	Monthly Cost	Pixel Size: W x H
Top right on all pages including homepage.	\$200/monthly	TBD

e-newsletter / social media

THE DRIVING FORCE. Two weekly e-newsletters shared/boosted on social media (FB/Twitter) will be the platform to introduce the RPM stories, features, news, event previews you are accustomed to seeing in the print issue.

- Current analytics: RPM E-mail subscribers, 600-plus; Facebook: 900-plus

■ **Next UP!**—Our current e-newsletter will continue to be distributed weekly on Mondays to announce events and serve as a reminder for the upcoming week/weekend community fitness events and races. Advertising on this newsletter is currently reserved for event advertisers. (See "Race & Event Advertising" section.)

■ **Shorts & Briefs**—RPM is proudly introducing a weekly newsletter on Wednesdays to promote features, news, editorials and event previews. Currently limited to three ads per newsletter and reserved on a first-come-first-served basis.

Visual	Monthly Cost	Pixel Size: W x H
Banner Ad	\$100	600px X 115px
Banner Ad (double)	\$200	600px x 230px

gear & feature story sponsorship

TELL YOUR STORY. Promote stories about your **gear, service** or **events** as it relates to the Michiana fitness community. We'll introduce them in the newsletter, post 'em on the website, boost 'em and share 'em on social media **with your ad included.**

■ **Story Sponsor**—Put your ad on a related story we are developing or give us ideas for a community-focused story. For example, a bike shop might want to advertise on a story about Michiana bike trails.

- \$50 one-time fee—Display ad will remain on the story blog indefinitely.

■ **Business Specific Gear/Service Review**—RPM will write or take an editorially focused submission (subject to editor's review) of an article on fitness-related gear or a product review. For example, a gear review about a specific pair of triathlon shoes you sell.

- \$150 one-time fee—Display ad will be included and remain on the story blog indefinitely.

contact

QUESTIONS? I'm sure you do! Contact Jan Spalding

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