

**Media Kit and Advertising Options**

Bill Watts, Publisher

First Issue: April/June 2016

WattsRunning was founded by Bill Watts in 2016

**Purpose:**  
The purpose of this media kit is to allow you, the potential advertiser, to learn more about what WattsRunning has to offer. In this document, you will find information about our website and our quarterly newsletter. We will show you specs and due dates for artwork for all media options.

If you are interested in advertising on WattsRunning website, please do the following before you place your order:

1. Download this document and select the campaign type (Web, Newsletter, Email)
2. Have your graphics ready to upload in the correct size. For instance, if you are purchasing a Web ad for the 300 x 600 pixel format, make sure your ad is saved in that size and format. File formats should be .PNG’s or JPG’s. (PNG files allow for invisible backgrounds, but JPG’s load slightly faster.)
3. When you are ready to process your order, make the selection from the available options.
4. Upload the completed form AND the graphic file you intend to use.
5. Proceed to checkout and pay for your advertisement.
6. If we find problems with your layout, we will contact you as soon as we can.

Website Advertising Information:

Website: <https://www.wattsrunning.com>

Email: info@wattsrunning.com

Average yearly page views = 5,000 / month

**Fees:**

Half Page Ad – Most visibility (300 x 600) ($125.00)

Leaderboard Ad – Top of page banner (728 x 90) ($100.00)

Medium Rectangle Ad – Most effective 300 x 250) ($75.00)

Medium Square Ad – Least expensive (300 x 300) ($100.00)

Newsletter Advertising Information:

If you are interested in advertising in the quarterly newsletter, please contact us if you need more information.

Publishing schedule:

**Winter – January / March**

**Spring – April / June**

**Summer – July / September**

**Fall – October / December**

All submissions due no later than 15 days before the newsletters are released.

All pricing is per quarterly issue.

**Fees:**

Featured Race (300 x 600 pixels) ($25.00)

Banner Ad (468 x 60 pixels) ($20.00)

Tile Ad (300 x 300 pixels) ($10.00)

**Dedicated E-mail Campaign**

Dedicated e-mail blast to all subscribers

Client provides HTML coding or JPG image

No wider than 600 pixels

The price listed is per blast.

Email Campaign ($30.00)