

A full-page background image of two triathletes, a man and a woman, standing on a rocky mountain peak. They are both wearing green and orange SwimRun vests with the number 6, black and orange shorts, and holding yellow swim caps. The background shows a vast, forested mountain range under a clear blue sky. The entire image is framed by a green grid pattern.

INNOVATIVE TIMING SYSTEMS

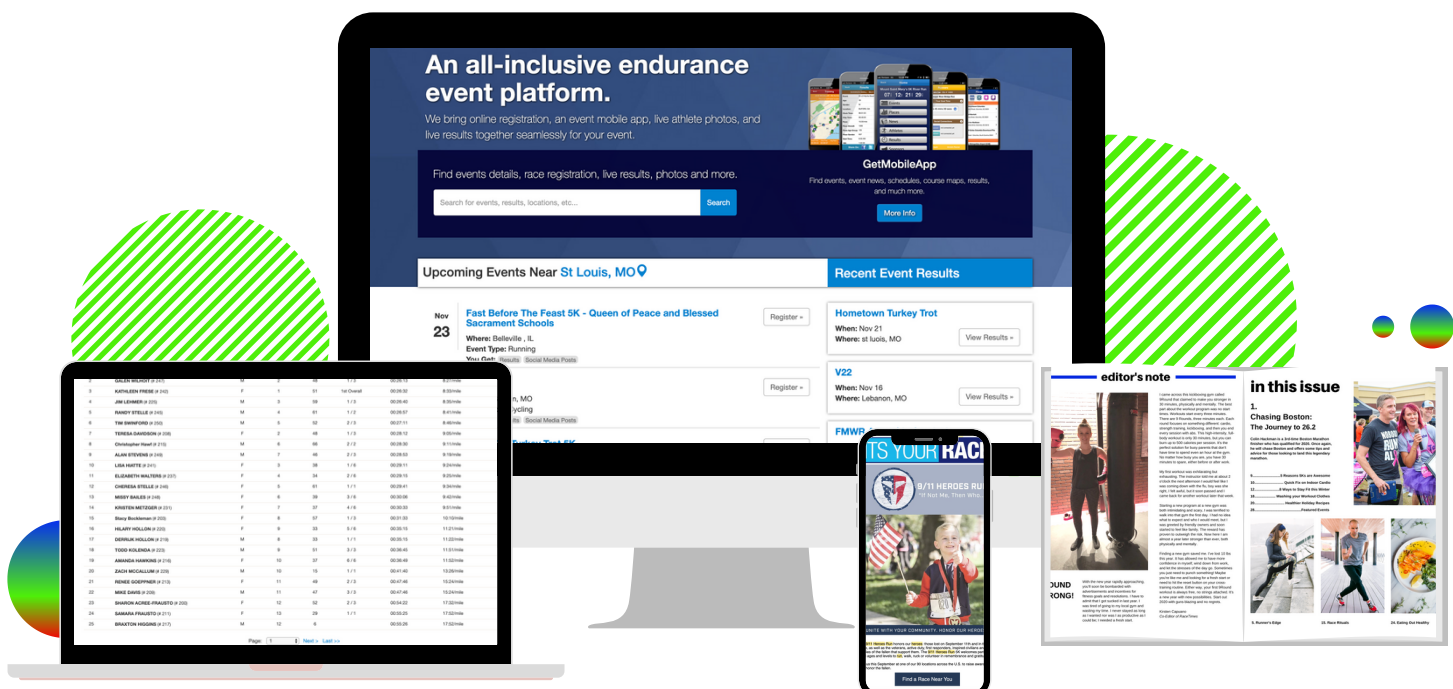
2022

MEDIA KIT

DIGITAL EXPERIENCES FOR ATHLETES

Photo Credit: Created by Aaron

- 1.....**About ITS YOUR RACE & RaceTimes**
- 3.....**Athlete Audience**
- 4.....**Placement Opportunities**
- 5.....**Placement Specs**
- 6.....**Email Placements**
- 7.....**Photo Logo Placements**
- 8.....**RaceTimes Magazine**
- 10.....**RaceTimes Placement Opportunities**



A full-page background image showing two triathletes in a river. The athlete in the foreground is a woman wearing a blue swim cap, pink goggles, and a blue and green triathlon suit. She is smiling and has her hand on a black floating device. The athlete in the background is also a woman, wearing a blue swim cap, black goggles, and an orange and blue triathlon suit. Both are wearing blue race bibs with the number 225 and the text 'SwimRun NC'. The background consists of trees with yellow autumn foliage.

ITS YOUR RACE

ABOUT

ITS YOUR RACE IS:

3.93 MM ATHLETES & 14,000+ EVENTS

ITS YOUR RACE is our online Registration, Results, Photo and Social Media platform that delivers a customized experience to millions of athletes across thousands of races every year. Our reach includes North America and most European countries. Millions of athletes visit our website as they search for upcoming races and look at their results from past races. These athletes also visit our platform to retrieve their race photos, finisher certificates and other keepsakes. Because of our vast size and industry dominance, we are able to reach the consumers that have an interest in your products. Whether your brand is new to the athletic world, or an established industry icon, let us help you deliver the unique brand experiences that attract new customers and drive value to your business.



Reach your audience
with confidence!

3,000

EVENTS
PER YEAR

900K

ATHLETES
PER YEAR

13.5 MM

AVG. ANNUAL UNIQUE
AD IMPRESSIONS



1.5 MM

AVG. MONTHLY UNIQUE
AD IMPRESSIONS



Photo Credit: Created by Aaron



45%

MALE



55%

FEMALE

EVENT PARTICIPANTS BY AGE

12 & UNDER	25%	35 - 44	19%
13 - 17	5%	45 - 54	16%
18 - 24	6%	55 - 64	8%
25 - 34	17%	65 & OLDER	4%

EVENTS BY TYPE

64%	RUNNING	24%	CYCLING/MTB
6%	TRIATHLON	6%	OTHER

ITS YOUR RACE

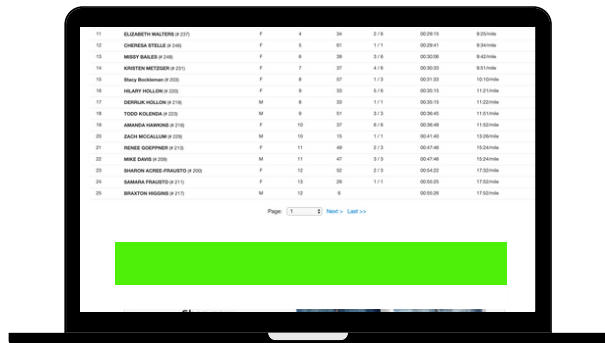
PLACEMENT OPPORTUNITIES

PREMIUM PLACEMENTS

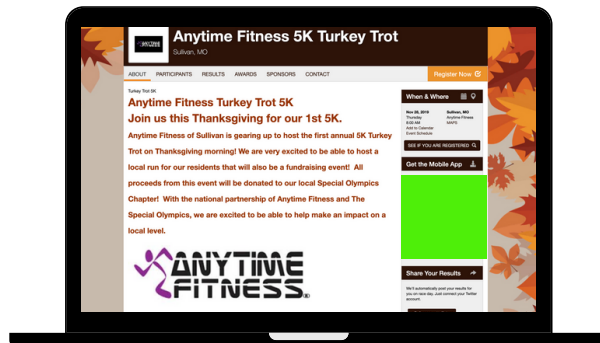
1.52 MM IMPRESSIONS PER EVENT

Average for a 1,000 person race

ALL RESULTS PAGES FOR EVENT



EVENT LANDING PAGE



STANDARD PLACEMENTS

728K IMPRESSIONS PER EVENT

ALL REGISTRATION PAGES

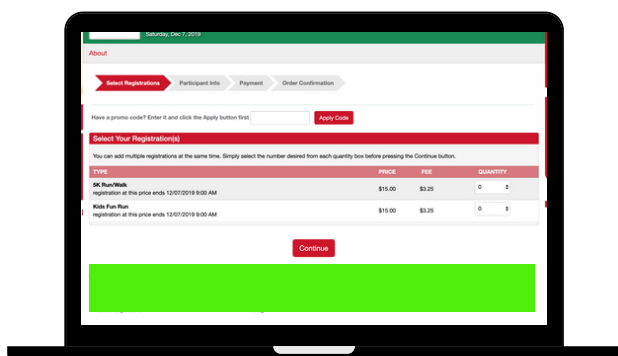
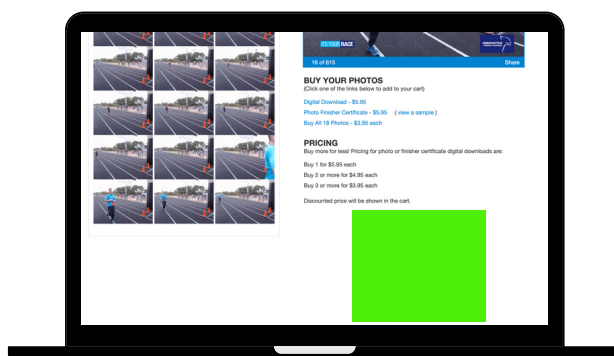
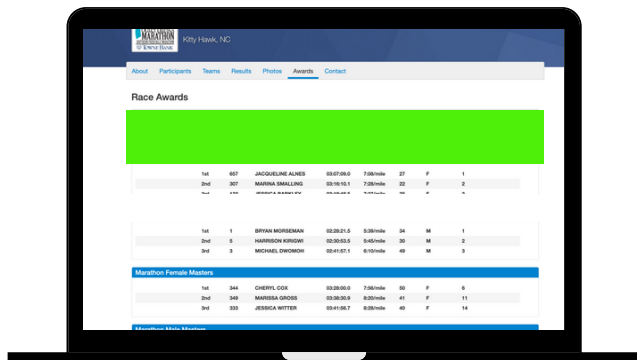


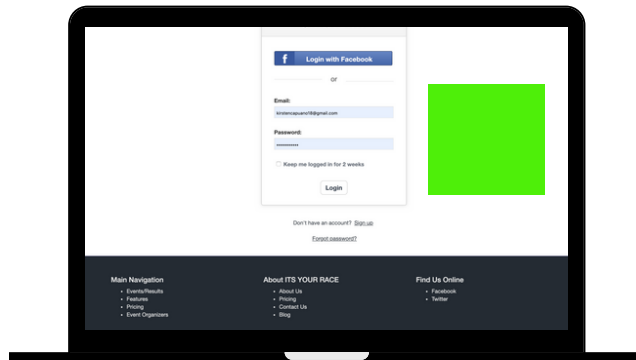
PHOTO LANDING PAGE



ALL AWARDS PAGES



LOGIN PAGE

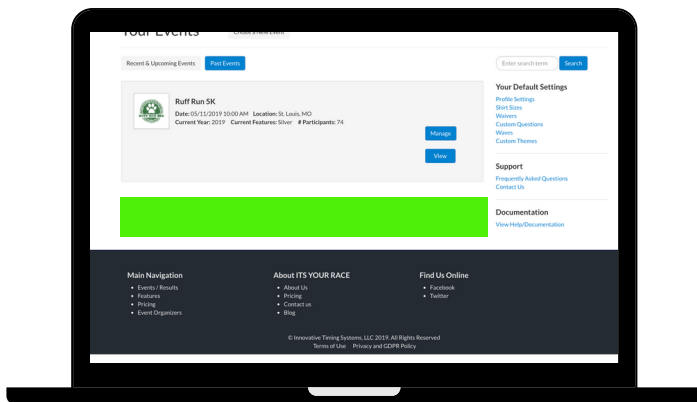


EVENT ADMIN PAGE PLACEMENTS

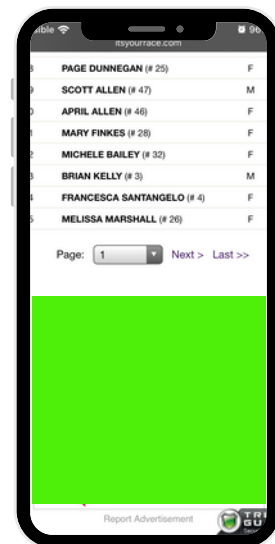
CONNECT WITH UP TO
3,000 EVENT ORGANIZERS
AND RACE TIMERS.

153K IMPRESSIONS PER MONTH

EVENT DIRECTOR ADMIN PAGE



MOBILE FRIENDLY PLACEMENTS



SPECS

*Both premium and standard ad placements are mobile friendly.

HORIZONTAL



730X90

SQUARE



260X260

FILE TYPE

300 dpi
vector format
jpeg
gif

Call to discuss pricing for branding IYR pages

60,300

IMPRESSIONS PER MONTH

ATHLETE CONFIRMATION EMAILS

Place an ad in the confirmation emails that athletes receive when they register for a race.

Hometown Turkey Trot

Thursday, Nov 28, 2019 10:00 AM
St Louis, MO

Order Completed! Thank you for registering.

Order ID: 2092233

Billing Information

Email: address@email.com
Name: Jane H. Doe
Address: 123 Main St.
Anytown, AK 12345

View Your Order

You can view your order at any time by clicking the link below.

<https://HometownTurkeyTrot.itsyourrace.com/register/receipt.aspx?id=144b>

Tell Your Friends

Tell your friends about our event and we'll pay you back. For every 3 registrants who click the link below and register, we'll give you a \$5.00 refund.

<https://HometownTurkeyTrot.itsyourrace.com/event.aspx?id=13063&ivref=a77099ea>

Registration Summary

REGISTRATION TYPE	PRICE	FEE	QUANTITY	TOTAL
Turkey Trot 5K	\$35.00	\$3.60	1	\$38.60
1. JOHN DOE				
Race: Turkey Trot 5K				
Shirt Size: Medium				
Gender: M				
Birth Date: 1/12/1993				
Location: Anytown, AK, US				
Email: address@email.com				
Phone: 555-555-5555				
Emergency Contact: Jane Doe, 555-555-5555				



Total Amount Paid: \$38.60

20,000 to 200,000

TARGETED ATHLETES

SPONSORED EMAILS

Deliver sponsored email content to ITS YOUR RACE users.

ITS YOUR RACE


9/11 HEROES RUN
"If Not Me, Then Who..."



UNITE WITH YOUR COMMUNITY. HONOR OUR HEROES.

The 9/11 Heroes Run honors our heroes: those lost on September 11th and in the wars since, as well as the veterans, active duty, first responders, inspired civilians and families of the fallen that support them. The 9/11 Heroes Run 5K welcomes participants of all ages and levels to run, walk, ruck or volunteer in remembrance and gratitude.

Join us this September at one of our 90 locations across the U.S. to raise awareness and honor the fallen.

Find a Race Near You

Call to discuss pricing for branding emails

ITS YOUR RACE PHOTOS



ITS YOUR RACE BIBS



Make a huge impact

An event with 500 athletes produces from 5,000 to 10,000 photos. If just 150 athletes share their photos on Facebook and Instagram, your logo will make perhaps 400,000 impressions. And that's for just one event on IYR.

CUSTOM SOLUTIONS AVAILABLE

10+ MM

**SPONSOR 50
EVENTS ON IYR
AND MAKE OVER
10 MILLION
IMPRESSIONS**

CONTACT THE SALES TEAM
FOR ADDITIONAL DETAILS

1.2 MM

PER YEAR POSSIBLE

Packages (Prices reflect totals, unless otherwise noted)	30 Days	60 Days	90 Days
Premium - Single Event All Results Pages	\$1,000	\$1,500	\$1,700
Premium - Single Event Landing Page	\$750	\$1,125	\$1,275
Standard – Single Event All Registration Pages	\$650	\$975	\$1,120
Standard – Single Event All Photo Pages	\$650	\$975	\$1,120
Standard – Single Event All Award Pages	\$650	\$975	\$1,120
Standard – Single Event Login Page	\$400	\$600	\$700
Bundle – All Standard Pages for a Single Event	\$1,400	\$2,000	\$2,200
Event Admin Pages – Single Event	\$400	\$600	\$700
Athlete Confirmation Emails – Single Event	\$250	\$350	\$400
Targeted Monthly Emails to 20,000-200,000 athletes	\$0.20/Per	\$0.18/Per	\$0.16/Per
Logo on front of ITS YOUR RACE bib (25,000 minimum)	\$0.38/Per	\$0.35/Per	\$0.30/Per

Call your sales representative for information on discounts for multiple events.



RACETIMES MAGAZINE

600,000+ TOTAL SUBSCRIBERS AND GROWING MONTHLY

TARGET MARKET INCLUDES RUNNERS, CYCLISTS & TRIATHLETES

THOUSANDS OF RACE ORGANIZERS ALSO RECEIVE OUR MAGAZINE

SWEET SPOT FOR READERS IS FROM AGE 12 TO 55

55% OF READERS ARE FEMALES - 45% ARE MALES

92% OF READERS ARE IN NORTH AMERICA

PUBLISHED SIX TIMES A YEAR

OUR WEBSITE ALSO ATTRACTS THOUSANDS OF ATHLETES

RaceTimes®

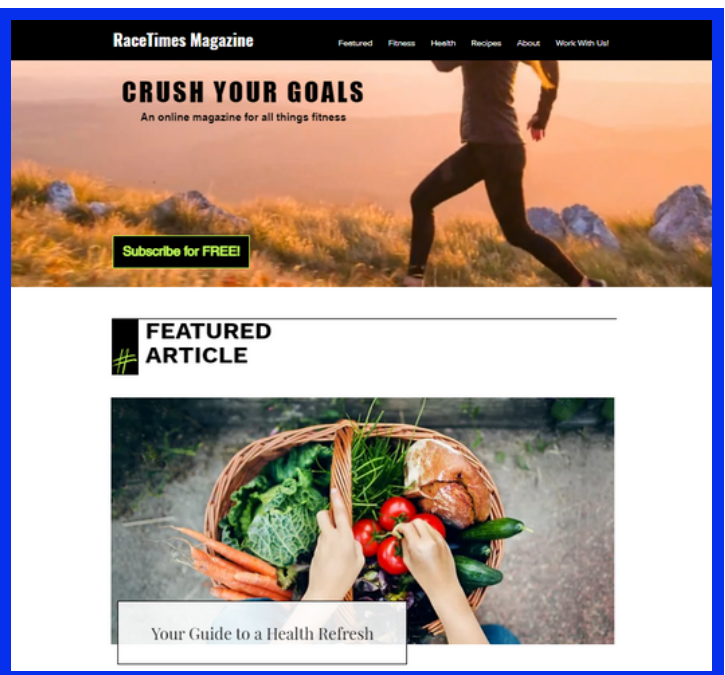
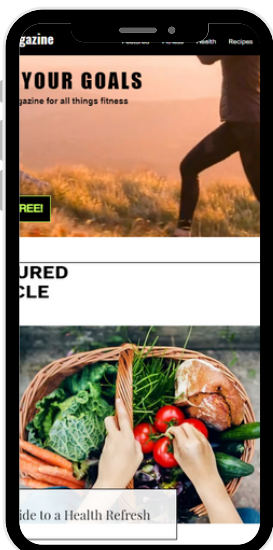
FALL EDITION

LET'S GET BACK
TO RUNNING

EACH ISSUE IS DELIVERED TO THE SUBSCRIBER'S INBOX

MOBILE FRIENDLY

WEBSITE WITH LIBRARY OF ARTICLES



EDITORIAL CALENDAR

FREQUENCY: 6 ISSUES/FLIGHTS

DEC//JAN

AD CLOSE | SEND DATE
11/9/22 | **12/1/22**

FEB//MARCH

AD CLOSE | SEND DATE
1/12/22 | **2/1/22**

APRIL//MAY

AD CLOSE | SEND DATE
3/9/22 | **4/1/22**

JUNE//JULY

AD CLOSE | SEND DATE
5/18/22 | **6/1/22**

AUG//SEPT

AD CLOSE | SEND DATE
7/11/22 | **8/1/22**

OCT//NOV

AD CLOSE | SEND DATE
9/7/22 | **10/1/22**



ADVERTISING OPTIONS

BRONZE PACKAGE



1/3 Page Square Ad:
5" W X 4.875" H
Standard Directory Listing

SILVER PACKAGE



1/3 Page Vertical Ad:
2.625" W X 10.5" H
Standard Directory Listing

GOLD PACKAGE



1/2 Page Horizontal Ad:
8" W X 5" H
Enhanced Directory Listing

PLATINUM PACKAGE

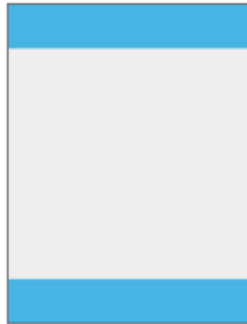


2/3 Page Ad:
5" W X 10.5" H
Enhanced Directory Listing

A LA CARTE



Full Page Ad
Inside Front Cover Ad
Inside Back Cover Ad
8.5" W X 11" H
8.625" W X 11.125" H
(with bleed)



Top Banner Ad
Bottom Banner Ad
700px W X 150px H

STANDARD DIRECTORY LISTING

Name, Location, URL

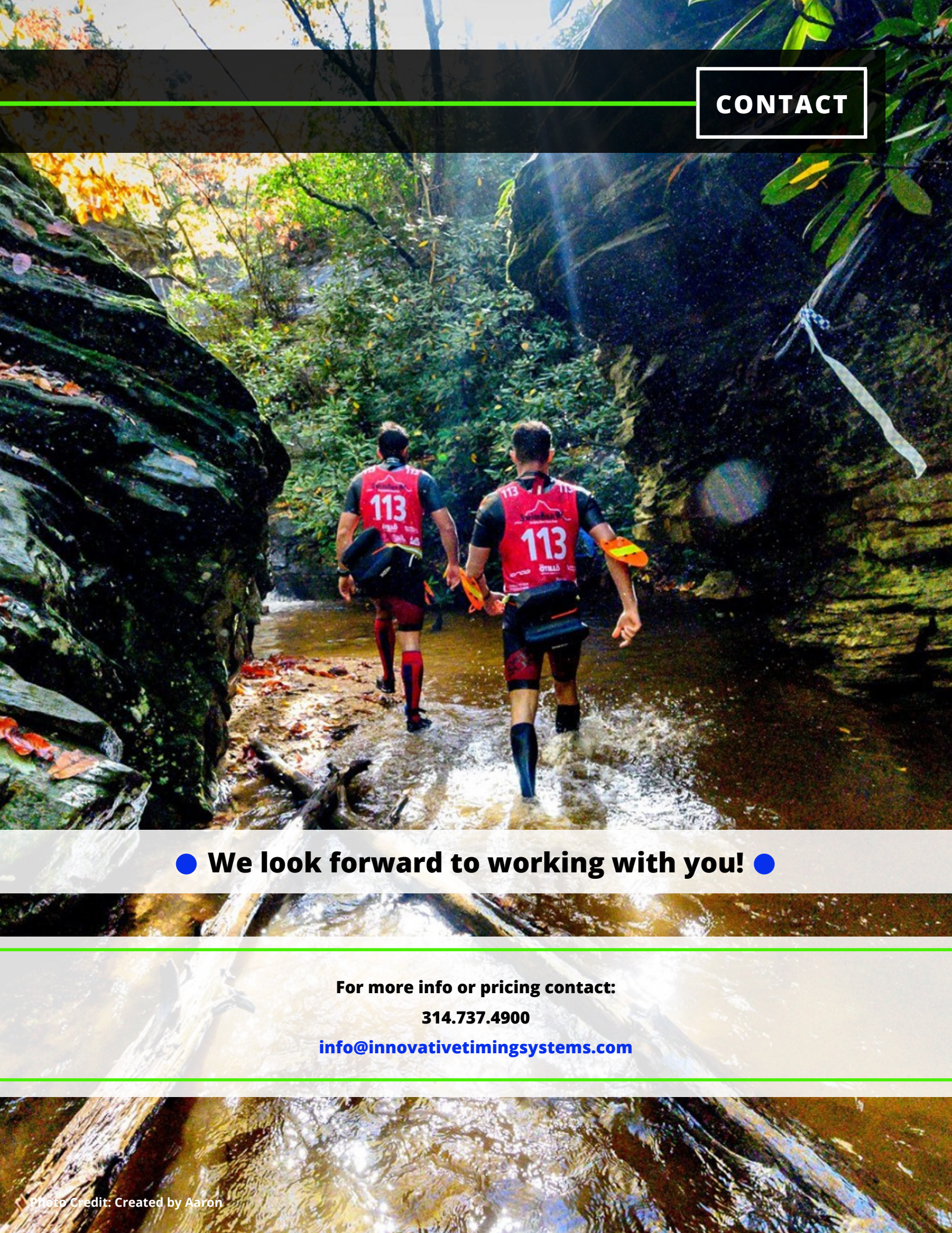
ENHANCED DIRECTORY LISTING

Name, Location, URL, Logo, Description

Specs are subject to change without notice. Submitted content to be edited at the sole discretion of *RaceTimes*. Full-color ads to be submitted in high-resolution (300 dpi), JPEG format. Logos to be submitted in high-resolution (300 dpi), EPS/AI (vector, outlined) format. *RaceTimes* is not responsible for color variation or advertiser errors.



Packages (per issue)	1 Issue	3 Issues	6 Issues
Bronze	\$4,000	\$3,700	\$3,000
Silver	\$4,000	\$3,700	\$3,000
Gold	\$6,000	\$5,600	\$4,600
Platinum	\$7,000	\$6,500	\$5,300
Full Page	\$10,000	\$9,500	\$7,695
Full Page Inside Front	\$11,500	\$10,500	\$8,500
Full Page Back Cover	\$11,000	\$10,000	\$8,100
Top or Bottom Banner	\$1,500	\$1,400	\$1,100

A full-page background image showing two triathletes from behind, running through a shallow stream in a lush forest. They are wearing red triathlon bibs with the number 113. The scene is dappled with sunlight filtering through the trees.

CONTACT

● **We look forward to working with you!** ●

For more info or pricing contact:

314.737.4900

info@innovativetimingsystems.com