

SPLIT **TIMES**



The Official Newsletter of the Utica Roadrunners

July 2008



**Run the
Falling Leaves
for FREE!**
(see page 8)

WHAT'S
NEW?!

- New! Youth Training Page, p. 7
- Beating the Heat, p. 12
- July Races: Adirondack Distance Run 7/6
Boilermaker 15k Road Race 7/13

SPLIT TIMES



The Official Newsletter of the Utica Roadrunners
July 2008

Attention Race Directors!

If you have an upcoming race that you would like to advertise in SplitTimes, please contact Meg Parsons at mparsons@twcny.rr.com or call (315) 337-7452 and ask for Meg.

IMPORTANT: Do not send requests for advertising to the SplitTimes Editor – It will slow down the processing of placing your ad or race application and you may not be included in the issue that you have requested.

We want to insure that your race advertising gets the attention it needs and is placed in the issue(s) relevant to your race date.

DEADLINES:

Payment for advertising is due on the 1st of the month prior to the issue you would like to advertise in (ie; if your race is July 12th, your payment is due on May 1st in order for the ad to run in our June issue). Your copy/art/ads/race applications are due on the 10th of the month prior to the issue your ad will run in – no exceptions! (see page 16 for advertising rates)

**PLEASE PLAN AHEAD AND
WE'D LOVE TO HEAR FROM YOU!**

Thank you,
The Utica Roadrunners' SplitTimes Newsletter Staff

2008

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Submit all Articles & Photos to:

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or e-mail Paul at:
p.dambrosio@nysha.org



To place advertising, contact:

Meg Parsons
E-mail: mparsons@twcny.rr.com
(See last page for advertising rates)

THINK. President's Ponderings

Jim Fiore



It's hard to believe but two of our club races for the year are already behind us: Save Our Switchbacks and Summer Sizzle. Congrats to everyone who ran and a hearty thank-you to the race directors, committee members, and numerous other volunteers who made them happen! It's been said before but is worth repeating: Without volunteers this club would be nothing. If you haven't volunteered to help at a race or other club event and might be a little scared of the idea, don't worry! Many volunteer jobs are relatively goof-proof (like working a water-stop or acting as a course marshal) and the directors and organizers will be happy to tell you precisely what to do. Feel free to contact any of the race directors, your board members, or me, to offer your services. Not only will you be offering valuable assistance to your club, your fellow club members, and the running community in general, you'll also get to meet up with some great folks and have an enjoyable time. Volunteer now. You'll be glad you did.

I'm happy to report several new members to the club approved at the June business meeting. They are Doreen Cameron, Donna Jarmack, and Ralph Imundo of Utica; Maria Rabbia from New Hartford; Michelle Nizzi of Frankfort; and from Rome, Kate Ichihana and Natan Donaleski. It's great to have you in the club!

As of early June, all club members in good standing were added to the new club email listserv. If you did not join on your own prior to this, then you should have received an email announcing your addition to the list. The new listserv is much more flexible than our former email list system. Unlike the former system, the listserv allows any member to send messages to the membership. So, if you're looking for a training partner, want some info on a particular event, or what-have-you, you can simply send a message to the entire membership by addressing it to UticaRoadrunners@YahooGroups.com. We hope that this will speed communication within the club and enliven conversation between members. Also, please be aware that this is a closed club members-only list. You don't have to worry about being the target of outside advertisers and idiots. With this in mind I will only offer one caution regarding use: Please do not spam your fellow club members. Anyone caught spamming or sending inappropriate messages will be banned from the listserv and the offending messages deleted. All future official communications from the club, such as event announcements and the monthly link to our Splitimes newsletter will be sent via the listserv. If you find the volume of email to be a bit too much, you can opt for a single "daily digest" message to keep your inbox clutter to a minimum. Finally, if you opt for a free Yahoo ID, you also get access to the file upload/download and photos areas. If you have any questions about the listserv or any of its features, just give me a holler and I'll be happy to help.

This, of course, could not be a real July president's column if I didn't mention the Boilermaker. I'm sure everyone is excited about it (and the post race party), and who could blame you? It remains the "alpha wolf" in the pack of upstate races, and edged perhaps only by such notables as the NYC and Boston Marathons in the Northeast. The club will have a booth at the expo, so be sure to stop by or better yet, volunteer and chat-up some other runners. I wish each of you the best of experiences and a PR.

Run far, run fast, but above all, love your run,

-Jim

S.O.S. 5 Mile Running Race - Top 3 Finishers

Place	Name	M/F	Age	Address	Time	Pace
1	TIM PHELPS	M	17	UTICA NY	29:45	5:57
2	PAUL HUMPHREY	M	40	DEERFIELD NY	30:15	6:03
3	SEAN DEZALIA	M	16	CLINTON NY	31:58	6:24
26	COLLEEN GEORGE	F	26	UTICA NY	37:27	7:29
27	INGRID OTTO-JONES	F	43	UTICA NY	37:42	7:32
38	ANDRA KOWALCZYK	F	22	UTICA NY	39:17	7:51



Ted Petrillo, Race Director

For a complete list of race results, go to www.uticaroadrunners.org



Tim Phelps, 1st Place, Overall



Colleen George, 1st Place, Female

Race Calendar

The official **RACE CALENDAR** for the Utica Roadrunner can be found on our website. Go to www.uticaroadrunners.org.

Race: The Deer Run
When: June 7, 2007
Where: Old Forge, NY
Reviewer: Jess Charles

The high heat and humidity seemed to keep many from the cooler North Country on June 7. With high humidity and temperatures close to 80 degrees, running seemed a daunting task. The Deer Run, however, was just the place to be! Although few in numbers, the pack at Deer Run was one of the most spirited I have seen! The goody bag was loaded with coupons, pens, a high quality t-shirt, and many other neat little gadgets. The race director and other volunteers offered bug spray and sun screen throughout the morning, too! To help avoid the oncoming heat, the 5k and 10k races were started together. There were no problems on the mostly flat, out and back course as there were numerous volunteers (all very pleasant). After the race there was a great barbeque (free) and plenty of ice cold drinks! The prizes were great; each award winner received a personalized place certificate, and there were cash prizes for the overall winners. After all of the festivities there were many things to do in Old Forge; the visitor center was right along the course, too! This was a great race; I would recommend it to all runners!

Submit Your Reviews!

If you'd like to review a race, send it in. We'd love to hear from you! Tell us about it – the good, bad, & ugly! It will help readers make more informed decisions about their race choices. It can also be helpful to the race director when they are planning for the next year's event. Please include your name, age, & average pace, along with the race name, date, & location.

(Let us know if you would not like us to print your name.)

Vermont City Marathon May 25, 2008





Youth Training

RUN WITH UC!

Still looking for a good run after the Boilermaker? Then join the Utica College Cross Country team and coaching staff the Monday after the Boilermaker for the second annual Utica College Cross Country Camp. The day camp is designed for students entering grades 7-12, with a primary emphasis on cross-country and distance running.

Athletes will learn about strength training for endurance athletes, proper pacing based on ability, sports nutrition, proper stretching and injury prevention techniques, how to choose a good pair of sneakers, and more. And after a good hard run, there's nothing like a game of ultimate frisbee!

The camp will run from 9-12 Monday through Friday. The cost is \$100 per camper. For contact information, email Katie Luker at kluker42@utica.edu or Mike Brych at mbrych@utica.edu.



Check this out!

Want to Help Your Kids Track Their Running Progress & Achieve Their Running Goals?

Youth mileage log books and incentive program now available for kids!

The Utica Roadrunners' Youth Training Committee has developed an incentive program for children who run. Kids can earn prizes for reaching the mileage goal for their age group. To earn a club jacket, they must also volunteer for the Utica Roadrunners (see chart below.)

Ages	Miles	Times per Mo	Total Miles	Prizes
9-10	3/4	15	135	T-shirt
11-12	1M	16	192	T-shirt
13-14	2M	17	306	T-shirt
15-16	3.5M	18	756	Jacket

It's a great way to motivate children who like to run to train on a consistent basis. For more information and a printable mileage log book for your child to keep track of their progress, go to www.train2run15k.com/YouthCommittee/URRYouthCommittee.html.



If you are interested in becoming part of the Utica Roadrunners' Youth Committee, the next meeting is on July 1st at 152 Paris Rd., New Hartford. Call 724-3315 or 796-4870 for details.

Non-Competitive X-C Youth Runs Beginning July 14th

FREE! Ages: 11&up (10 & under w parent)

Day	Time	Begins	Ends	Place	Contact	E-Mail
Mondays	6-7pm	July 14	Aug 25	Whitesboro HS	Ron Murray	historyron@aol.com
Tuesdays	6-7pm	July 15	Aug 26	NH Town Park	Kelly Ann Nugent	kanugent@verizon.net
Wednesdays	6-7pm	July 16	Sept 16	Dev Run Course	Linda Turner	train2run15k@adelphia.net
Thursdays	6-7pm	July 17	Aug 28	NH Town Park	Kelly Ann Nugent	kanugent@verizon.net
Fridays	6-7pm	July 18	Aug 29	Track TBA	Linda Turner	train2run15k@adelphia.net

Please bring a completed registration form (found on page 8) with you on the first day.

Run the Falling Leaves Road Race for FREE!



The Falling Leaves race committee is looking for sponsors to place ads in the race program book. If you place \$100 worth of ads, your registration fee for the race is free! See page 9 for sponsorship form. Deadline to place ads is July 31st.

Youth X-C Runs Registration Form

Waiver

I know that running is a potentially hazardous activity. I should not enter and run unless I am medically able and properly trained. I agree to abide by any decision of a program official relative to my ability to safely complete this program. I assume all risks associated with participating in this program including, but not limited to, falls, contact with other participants, the effects of the weather, including high heat and/or humidity, traffic and the conditions of the road, all such risks being known and appreciated by me. Having read this waiver, and knowing these facts and in consideration of your accepting my application, I for myself and anyone entitled to act on my behalf, waive and release Training Run Directors, the Utica Roadrunners, the Town of New Hartford, Whitesboro Central School and their Boosters, and all sponsors, their representatives and successors from all claims or liabilities of any kind arising out of my participation in this program. I understand that this waiver covers all Runs associated with the Summer 2008 X-C Runs

Signature _____

Date _____

Parents Signature if under 18 _____

Date _____

Registration Form:

Last, First Middle

Address

Day Phone

Evening Phone

City

State

Zip

DOB

Age

Sex

Shirt Size

E-mail



Falling Leaves Road Race

Attention Local Business Owners:

Please consider supporting the Utica Roadrunners as they work towards their premiere road race of the season: The Falling Leaves 5k and 14k. You can help support our organization as well as advertise to over 1,000 runners on race day by purchasing space in our media guide. You can choose a level based on the following:

Marathon Sponsorship (\$100): These appropriately highlighted, full-page ads are prominently placed as the focal points of the pages that include race history, previous winners, course maps, and other key areas of the guide.

Half-Marathon Sponsorship (\$75): These are half page ads throughout the guide.

10k Sponsorship (\$50): These are quarter page ads throughout the booklet.

5k Sponsorship (\$25): These are business card size throughout the booklet.

To submit your ad, please return the form below via U.S. Mail, along with payment. Checks should be made out to the Utica Roadrunners, and should be received on or **before July 31st**. We would prefer an artwork or ads be submitted via email to mbrych@nhart.org. This helps us maintain the highest quality so your ad gets noticed! If you are unable to email the artwork, please notify us and we will make other arrangements.

Thank you again for your time as the Roadrunners continue running toward September 28, 2008!

Any questions can be forwarded to Mike Brych (Race Director) at 404-8130.

Clip Here

Company/Individual: _____

I agree to the following advertisement/contribution (check the choice that applies)

Marathon Sponsor 10k Sponsor
 Half-Marathon Sponsor 5k Sponsor

Please use my advertising copy as follows:

My copy is attached
 I have submitted a copy via email to mbrych@nhart.org

Please return this form and check to: Michael Brych, Race Director
28 West Drive
New York Mills, NY 13417

Deadline is July 31

Boilermaker News



ROAD RUNNER MILE

The Road Runner Invitational Mile, sponsored by Time Warner Cable, gives local competitive runners a chance to showcase their skills and compete in this exciting crowd-pleasing event. This event is by invitation only, showcasing some of the area's elite milers at the high school and collegiate levels, and is a Boilermaker pre-race event. Taking place on Utica's Parkway, the Road Runner Invitational Mile gives men and women the opportunity to push themselves fast and furiously for fun and bragging rights. The Road Runner Mile will take place at the start of the weekly Utica Roadrunner's Development Run on Wednesday, July 9th. The event will start at Valley View and end at the Parkway Recreation Center, where the Development Runs begin. Hundreds of Development Run participants and spectators will be on hand to cheer the milers to the finish before the 10K and 2-Mile runs get underway.

What is a Race without a Pasta Dinner?

Here you are picking up your Boilermaker race packet or browsing through the many booths at the Health & Fitness Expo and suddenly the urge to eat pasta and meatballs strikes you. No need to panic, there is a solution.

The Boilermaker Race, Masonic Care Community, and Sodexho Senior Services will once again host an *all-you-can-eat* Pasta Buffet on Saturday, July 12 from 12:30pm to 5:00pm at the CDPHP Health & Fitness Expo on the Masonic Campus.

The buffet is in its 11th year and all proceeds from this event benefit the United Way of the Valley and the Greater Utica Area. Join fellow runners, walkers and families to "carb load" on a variety of pastas, fresh tomato sauces, handmade meatballs, tossed salad, Italian bread, fresh baked cookies and beverages. You can even watch last year's race while you eat!. So if the urge strikes you, remember



Boilermaker All-You-Can-Eat Pasta Buffet

Saturday, July 12 • 12:30PM to 5:00PM • Masonic Campus

\$6.00 (tickets available at the Expo and at the door)

Proceeds benefit

United Way of the Valley and the Greater Utica Area

Group Runs



Thursday Night Social Runs

Our Thursday night social runs will continue throughout the summer months. We run from The Fitness Mill at 5:45 p.m. The Fitness Mill provides showers and locker room. After the run we meet at the Black Cat for food, drinks and stimulating conversation. All are welcome to attend even if you don't run.

2008

Utica Roadrunners' 2008 PARKWAY DEVELOPMENT RUNS/WALK

Join us for the 2008 season of Parkway Development Runs and Walks! It's a wonderful community event that welcomes runners and walkers of all abilities. Bring the family to promote good health and sportsmanship.

Utica Parkway Development Runs/Walk began on Wednesday, May 14, 2008 and will run every Wednesday evening through July 16th.

Distances: Two-tenths of a mile fun run for ages 7 and under at 6:45 p.m. followed by 2 sections of the half-mile fun run for ages 8-9 and 10-12. The 10-kilometer run starts at 7:00 p.m. and the 2-mile run at 7:05 p.m. A walk of about 3 miles will start at 6:30 p.m.

Trophies will be awarded for participating in six weekly runs/walk, a T-shirt for eight weeks, and a certificate for all ten weeks. Every 2008 participant who has completed all ten weeks will also receive a pin designating that accomplishment.

Registration will take place at the Ski Chalet of the Parkway Recreation Center starting at 5:30 p.m. the first two weeks and at 6:00 p.m. thereafter. There will be a charge of \$1.00 per person (\$2.50 maximum per family) each week. You will receive a card that will be stamped on each of the weeks you attend (be sure and bring it with you each week). A liability waiver must be signed and a parent or guardian's signature is required for those under eighteen. Water will also be available, as well as a time clock.

For more information, contact Howard Rubin at 793-3287.



LATE BREAKING NEWS!!

As part of our effort to increase club member benefits, ***the 10 week series of Parkway Development Runs starting on Wednesday, May 14 will be free this year for all Utica Roadrunners members in good standing!**** ***If you are a Utica Roadrunner member, bring in your membership card to receive a special punch card indicating that you are a member and your registration will be free from there on.***

Members can email Linda Turner at train2run15k@adelphia.net, or call 796-4870 to check the status of their membership dues.

Join Us!
COMMUNITY.

Beating the Heat

Be prepared for running in hot temperatures

By Jessie Charles



Thirty one years ago, less than 800 runners toed the line of the first ever Utica Boilermaker 15k road race. Although many aspects of the Boilermaker have changed over the years (recent years have seen numbers well over 10,000; the original budget was \$750, today's eighth place finisher will get almost the same amount), one very important thing has stayed the same: the race's original purpose. In 1978 Earle Reed wanted to thank the community that so strongly supported his family's business, Utica Boilers. Thirty-one years later, the Boilermaker continues to give back to the community. It contributes an undeniable economic boost to area businesses, and lifts the morale of the city and surrounding areas for weeks.

It is a glorious thing to see so many runners push through whatever Mother Nature decides to throw our way each July (although she seems to enjoy heat and humidity quite a bit). It is even more wonderful to run the Boilermaker and see thousands of spectators cheering you on. I have yet to meet a runner who regrets the grueling heartbreak hill or burning Burrstone Road; the cheering of the crowds, fresh cut oranges, and occasional popsicle along the way seem to make it more than worthwhile (Saranac at the end is pretty motivating, too!).

Before the crowds, oranges, and beer can be had, we need to finish up the last few weeks of our training. With the grueling temperatures, coupled with high humidity, that have already blasted central New York, it is important to keep in mind a few safety tips as we prepare for, and run, those exhilarating 9.3 miles.

Run early. Beat the heat by running early in the morning. Morning hours are usually the coolest of the day, and the sun's rays are not as powerful as they will be in the afternoon hours. If your morning schedule prevents you from taking advantage of these cooler temperatures, wait until dusk to lace up. Remember: afternoon runs are going to be the warmest, and have the most harmful sun rays.

Drink often. Staying properly hydrated involves more than just chugging a quart of water twice a day. Drinking water in small amounts throughout the entire day is the best way to hydrate your body. During extremely warm days it is best to drink well over the 64 ounce daily recommendation (that is for most sedentary

people). Keep a water bottle with you at all times. Before your hot weather runs (this includes the Boilermaker) try to drink 16 ounces about two hours before your run. During your run rehydrate every 15 to 20 minutes with about eight ounces.

Stay motivated. It is easy to lose motivation in heat and humidity. Most runners feel more sluggish and heavier in such conditions. Keep in mind that it takes the body up to fourteen days to get used to a particular weather pattern. It is important to stick to running during these hot days; running in heat now, will help prepare your body for what may come July 13th. To help your body and mind get accustomed to new weather, run easier. You will only exhaust yourself if you try running too hard or long during workouts at the beginning of a heat wave, and your body will feel the effects for days to come. Shorten your runs and slow your pace until you become used to the weather.

Change expectations. Most people go into the Boilermaker, or any race, with a specific goal in mind. Mother Nature, however, doesn't confer with our racing plans before she decides on a weather plan! Create several goals before going into the Boilermaker (or any hot weather race). You should have a dream goal (that is attainable), a realistic goal (that you have trained at), and an 'Oh no' goal (in case the weather is nasty, or your body doesn't agree with your running plans). Having several goals allows you to change your plan before or during the race, all while keeping your head on your shoulders, and your feet on the road.

Regardless of the weather, July 13th promises to be an exciting day filled with food, fans, and fun. I hope to see many of you on the roads, keeping the Boilermaker the community event it always has been!

References:

Clark, Truman. "The hot zone" *Runner's World*. 07/18/2007
Hanc, John. "Beat the heat" *Runner's World*. 07/05/2007
Race History. <http://www.boilermaker.com/aboutus/history.html>



Jess is an avid runner and was a member of her high school and college running teams. She is currently a member of the Utica Roadrunners' competitive team.

What is the The Grand Prix?



The Grand Prix is a friendly competition open to all current Utica Roadrunners Club members (with annual dues for 2008 paid by 3/31/08). Members receive points for each Grand Prix race they complete based on their order of finish among club members competing in the same age group. It's a fun way to encourage members to participate in more local races and to keep training throughout the racing season. At the end of the season, the points are tallied up and the Grand Prix awards are presented at the club's annual awards banquet.

2008 Grand Prix Races:

- Fort-to-Fort 10K – April 5
- Ted Moore 5K – May 3
- Hall of Fame Half-Marathon – May 18
- KAC 10K – May 31
- **UR Save Our Switchbacks (SOS) 5-Mile – June 15**
- **UR Summer Sizzle 5-Mile – June 22**
- The Battle of Oriskany 10K – August 2
- **UR Falling Leaves 14K – September 28**
- YWCA Freedom Run 5K – October 11

Scoring

Scoring will be based on the best 5 finishes of the 9 Grand Prix races. There is no minimum number of races needed to qualify.

Age Groups

There will be six age groups, Male & Female:
19 & Under • 20 to 29 • 30 to 39 • 40 to 49 • 50 to 59 • 60 & Over
Age based on age as of 1/1/08.

Points will be awarded in each age group as follows:

- | | |
|-------------------------|-----------------------------------|
| • 1st place - 10 points | • 7th place - 4 points |
| • 2nd place - 9 points | • 8th place - 3 points |
| • 3rd place - 8 points | • 9th place - 2 points |
| • 4th place - 7 points | • 10th place - 1 points |
| • 5th place - 6 points | • 11th place & higher - no points |
| • 6th place - 5 points | |

For more information, contact Ted Petrillo at petrillo34@roadrunner.com or 768-7319.

The official **RACE CALENDAR** for the Utica Roadrunner can be found on our website. Go to www.uticaroadrunners.org.

**STOP
DWI** New York
BROOME COUNTY

presents 25th Annual



Chris Thater Memorial 5K Run

Dedicated to Chris Thater who was killed by a drunk driver.

**Sunday, August 24, 2008
9:30 a.m. Recreation Park
Binghamton, New York**



\$20,000 of Cash Prizes!

EVERY SEASON STARTS AT
plus **DICK'S SPORTING GOODS** gift certificates
for age group winners

To register on-line visit **RunReg.com**

For more information visit
www.bcstopdwi.com

Elite Athlete assistance call 607-722-8744
or email gtabeek@stny.rr.com



Where the elite meet to compete!

Gold Medal Sponsors



Sponsored by:

Bank of America

SITRIN



The Help. The Hope. The Healing.



GANDER^{MTN}



Sunday, August 17, 2008

At Camp Sitrin

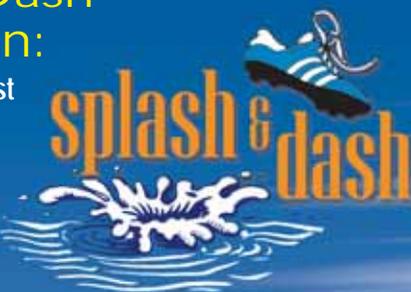
Graffenburg Road, Frankfort, NY

Ages 8-15

Main Events

Splash & Dash Competition:

All participants must be pre-registered by 8/1/08. Prizes will be awarded to the top finishers in each age group. Each participating child receives a FREE t-shirt. Parents can help their child with the Splash & Dash event. Life jackets are allowed.



X-Country Race:

Participants can pre-register or register the day of the event for a one- or two-mile race. Prizes will be awarded to the top finishers in each age group.

Other Events:

- Fishing
- Canine Demonstration
- Target Shooting



Schedule

- 8:00 am — Registration for X-Country Race
- 9:15 am — Splash & Dash Competition
- 11:00 am — X-Country Race

Age Group	Swim Distance	Run Distance
8 – 9	50 feet	1/2 mile
10 – 11	75 feet	3/4 mile
12 – 13	100 feet	1 mile
14 – 15	150 feet	2 miles

Note: Distances for those with disabilities will vary.

For more information, please contact Marc DePerno at (315)797-3114, ext. 459

Registration Form

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

E-mail: _____

Gender: Male Female

Date of Birth: _____ (mm/dd/yy)

Age on Race Day: _____

I'd like to participate in:

X-Country Race..... **FREE!**

Splash & Dash..... **FREE!**

T-Shirt Size:

Youth Small Youth Large

Youth Medium Adult Small

Check here if your child has a disability.

Please Mail To:

Sitrin, c/o Marc DePerno, 2050 Tilden Ave.,
New Hartford, NY 13413

Or Fax To:

315-735-7804

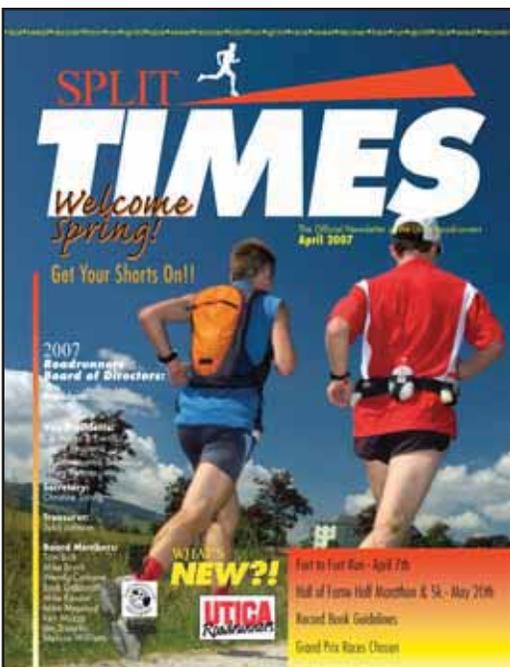
In consideration of the entry being acted, I do hereby forever waive and release, the sponsoring organization, companies, agents, representatives, assigns and successors from all claims of action, which I at any time acquire as a result of participation in the event for which this entry relates.

Signature: _____
(if under 18, parent or guardian signature required)

Date: _____

USAT waiver form must be filled out before the event. A link to the form can be found at www.sitrin.com.

For more information call Marc DePerno at (315) 797-3114 ext.459 or visit www.sitrin.com.



UTICA Roadrunners

Promoting Competitive, Fitness and Recreational Running

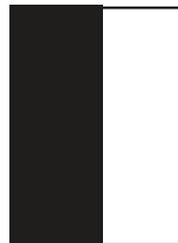
Our monthly e-publication reaches 400+ readers in member households throughout central New York with news about club activities & community events, training tips, member profiles, local race results & photos, and race applications.



FULL PAGE
7.5" X 10"



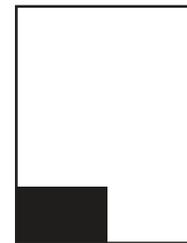
HALF PAGE-H
7.5" X 5"



HALF PAGE - V
3.5" X 10"



QUARTER PAGE
3.5" X 5"



BUSINESS CARD
3.5" X 2.5"

PER ISSUE ADVERTISING RATES (EFFECTIVE 1/1/2008)

ADVERTISING SPACE & FREQUENCY	SINGLE ISSUE	ADDITIONAL ISSUES	12 ISSUES
FULL PAGE RACE APPLICATION	\$25	\$25	\$300
FULL PAGE (OTHER THAN RACE APPLICATION)	\$75	\$50	\$625
HALF PAGE	\$50	\$25	\$325
QUARTER PAGE	\$25	\$15	\$190
QUARTER PAGE (MEMBER)	\$20	\$10	\$130
BUSINESS CARD (NON-MEMBER)	\$10	\$5	\$65
BUSINESS CARD (MEMBER)	\$5	\$5	\$60

Mechanical Requirements:

Only digital files formatted as a pdf, jpeg, or tiff file will be accepted. E-mail any technical concerns or questions about setting up your artwork to cognettodesign@aol.com.

Advertising Deadlines & Terms:

Space reservations and payment are due by the 1st of the month prior to publication (ie; April 1 for May issue). Artwork is due by the 10th of the month (ie; April 10 for May issue). Cancellations may be made by mail or e-mail if received prior to the closing date of the issue in which the ad is scheduled to run. No refund payment will be made after the deadline dates. The Utica Roadrunners reserves the right to determine the appropriateness of any ad.

To place an ad or for more information contact Meg Parsons at mparsons@twcny.rr.com or (315) 337-7452.