

SPLIT



# TIMES



The Official Newsletter of the Utica Roadrunners

July 2009

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### NATURAL SOLUTION

Healthy Drink Alternatives  
For Pre and Post Runs, p. 8-9



**Bob Ingalls  
Scholarship Golf  
Tournament, p.6-7**

WHAT'S  
**NEW?!**

**Upcoming Runs:**  
Boilermaker 15k: 7/12  
Millers Mills Sundae Run 5k: 7/19  
Battle of Oriskany 5k/10k: 8/1

For a complete race calendar, visit our website at  
<http://www.uticaroadrunners.org>

# SPLIT TIMES

The Official Newsletter of the Utica Roadrunners  
July 2009

## 2009

Roadrunners Board of Directors:

**President:**

Jim Fiore

**Vice Presidents:**

Activities & Events  
Mike Kessler

Administration  
& Finance  
Meg Parsons

**Secretary:**

Christine McGlynn

**Treasurer:**

Sybil Johnson



**Board Members:**

Tom Bick  
Mike Brych  
Ray Brych  
Paula May  
Anita Moller  
Dave Putney  
Melissa Williams



**Editor:** Valerie Cognetto  
Home Office: (315) 738-7717  
cognettodesign@gmail.com



**Submit all Articles & Photos to:**  
SpliTIMES • c/o Paul D'Ambrosio  
PO Box 4141 Utica, NY 13504  
or e-mail Paul at:  
p.dambrosio@nysha.org

### Join Now!

**Visit:** <http://www.uticaroadrunners.org>

Dues have been reduced by \$7 for all categories!

### 2009 Rates:

Individual: \$18

Couples: \$23

Families: \$28

New! Student (20 and under): \$10



## Volunteers Needed For Utica Roadrunner Booth at Boilermaker Expo

We are looking for 16-20 club members to work in 1 to 2-hour shifts of 2-3 people at our Utica Roadrunners booth at the Boilermaker Expo. It's a great place to see old friends, to meet other club members, and to chat with runners from every corner of the globe. Please consider signing up to work one or more of the following shifts:

<b>Friday, July 10th</b>	<b>Saturday, July 11th</b>
Set-Up	9 am - 11am
Noon - 2 pm	11 am - 1 pm
2 pm - 4 pm	1 pm - 3 pm
4 pm - 6 pm	3 pm - 4:30 pm
6 pm - 7 pm	Break-down

If you're available, please email your name, email address and a daytime telephone number to [megparsons@twcny.rr.com](mailto:megparsons@twcny.rr.com).

## Attention Race Directors!

If you have an upcoming race that you would like to advertise in SpliTIMES, please contact Meg Parsons at [mparsons@twcny.rr.com](mailto:mparsons@twcny.rr.com) or call (315) 337-7452. See last page for rates.

**IMPORTANT:** Do not send requests for advertising to the SpliTIMES 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.

### 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 last page for advertising rates)

Thank you,  
The Utica Roadrunners' SpliTIMES Newsletter Staff

# THINK. President's Ponderings

*Jim Fiore*



Wow! The Parkway Development Runs have really taken off this year. We've been hitting around 500 total runners on peak nights and more and more folks are coming to realize that our club is the "place to be." At the June board meeting we voted in approximately 60 new members, bringing the total club membership to about 440. Having been on the board for the past three years, I don't ever recall seeing as many as 60 new members in a single month. The new timing and registration system seems to be working very well, and it's convenient to see the complete results of all the races posted on the web so quickly. Great work by all involved. We can still use a few volunteers to help out on any given week, so please go to <http://www.train2run15k.com/DevRunVolunteers.html> to lend a hand.

I've heard that in the beginning of July there's a big 15k race held in town. Seems there's a pretty decent post-race party, too. I've also heard there are a lot of spectators and even a llama or two on the sidelines. Has anyone else heard of this race?

I'm sure I'll see many club members at the Boilermaker this year, having a wonderful time as usual! Make sure that you wear your club running attire! This will make it easier for the club photogs to see you in the crowd and besides, it's great advertising for the club. What's that? You don't have any club running attire? Well, we can fix that fast. Just head over to the club website and click on the club merchandise link or go directly to <http://www.shoputicaroadrunners.com>. You'll find all kinds of running gear with the club logo, including race singlets, technical tees, hats, shorts, and even casual wear. You can also save shipping costs by picking up your items directly at HTC (near the Boilermaker start). If there's anything you'd like to buy that isn't available, just give a shout with a description of what you'd like and we'll see if we can get it in the catalog.

The next Grand Prix race is the Honor America Days 5k in Rome, brought to you by our friends the Roman Runners. It's a flat and fast course, out and back style, that runs immediately before the parade. You'll definitely see some spectators.

In closing, I'd like to remind everyone that it won't be long before our annual elections for the board of directors takes place. I'd like to encourage everyone to take a crack at this. We have a lot of members with great ideas and one of the best ways to see them implemented is to join the board. If you're interested in running for a seat, please drop me an email at [urpres@dissidents.com](mailto:urpres@dissidents.com).

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

*-Jim*

[urpres@dissidents.com](mailto:urpres@dissidents.com)



## Development Runs/Walk Will Continue Through September 16th!

The Utica Roadrunners Parkway Development Runs will continue straight through Wednesday, September 16th. The entry fee for the second 10 week series will also be \$1 per person and no charge for Utica Roadrunners club members. The start time for the 2M/5K/10K will be the same for the next few weeks, but will drop back to 6:30p.m. in September as the days grow shorter.

We will be handing out trophies and t-shirts while supplies last, so the remaining Development Runs will count towards your trophy, t-shirt and/or pin awards. We will also still offer the kid's runs, finish line timing, and water stations for the remainder of the runs.

The Falling Leaves Road Race is coming up on Sunday, September 27th so it's a great way to keep your training going.

Hope to see you there!

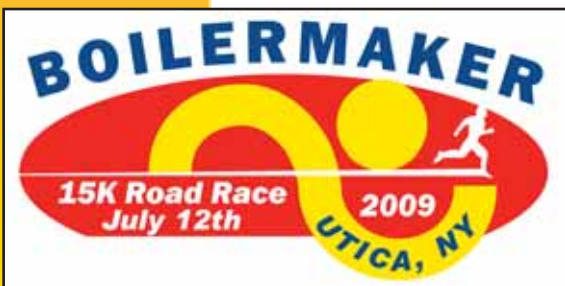
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### Volunteers Needed For Utica Roadrunner Booth at Boilermaker Expo

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## What is The Boilermaker Road Race without a Pasta Dinner?

What do you do when you are at the Health & Fitness Expo picking up your race packet and a sudden urge to eat pasta and meatballs strikes you? Do you panic? No, there is a solution!

The Boilermaker Road Race, Masonic Care Community, and Sodexo Senior Services will once again host an *all-you-can-eat* Pasta Buffet on Saturday, July 11 from 12:30pm to 5:00pm at the Planet Fitness Health & Fitness Expo on the Masonic Campus.

The buffet is in its 12<sup>th</sup> 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, hand-rolled meatballs, tossed salad, Italian bread, fresh baked cookies and beverages.

If you attend the pasta buffet be sure to notice the centerpieces on each table. Students from Clinton Central School worked hard to create this unique design. You can even catch last year’s race on the TV while you eat!

So if the urge strikes you, remember . . . . .

**12<sup>th</sup> Annual Boilermaker Pre-Race Pasta Buffet**  
**Saturday, July 11**  
**12:30PM to 5:00PM**  
**All-you-can-eat Pasta Buffet**  
**At the CDPHP Health & Fitness Expo**  
**On the Masonic Campus**  
**\$6.00 (tickets available at the Expo and at the door)**

**Sponsored by The Boilermaker Road Race,  
Masonic Care Community & Sodexo Senior Services**  
**Proceeds benefit United Way of the Valley  
and the Greater Utica Area**

**NEW!! We will be collecting non-perishable food items to stock the local food banks of Utica. Containers will be available at the buffet.**



# **BOB INGALLS SCHOLARSHIP GOLF TOURNAMENT**

**Monday, August 3, 2009  
Skenandoa Club  
Norton Ave. Clinton, NY**

**REGISTRATION OPENS @ 8:00 A.M.  
SHOTGUN START @ 9:00 A.M.  
4 PERSON SCRAMBLE**

**\$75.00 PER PERSON INCLUDES:  
GREEN FEES & CART, BEER & SODA, LUNCH @ TURN,  
DINNER - AWARDS – RAFFLES**

**BMW COMPLIMENTS OF CARBONE BMW FOR HOLE-IN-ONE COMPETITION**

**Fax this entry form by July 24<sup>th</sup> to Joe Luker @ (315) 792-5694  
Or, mail entry form along with your check payable to:  
“Bob Ingalls Scholarship Fund” 16 Olde Boorne Dr. Clinton, NY 13323**

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## **GOLF TEAM APPLICATION:**

**TEAM CAPTAIN:** \_\_\_\_\_

**PLAYER # 2:** \_\_\_\_\_

**PLAYER # 3:** \_\_\_\_\_

**PLAYER # 4:** \_\_\_\_\_

**If your business or organization would like to sponsor a hole, complete the  
Hole Sponsorship Application on the following page.**

**For further information, contact:**

**Judy Ingalls @ 723-5092, Frank Simonelli @ 859-1175 or Rich Antanavige @ 765-2213  
Proceeds to benefit a Clinton High School Senior Attending Fall Semester of College**



# **BOB INGALLS SCHOLARSHIP GOLF TOURNAMENT**

**Monday, August 3, 2009  
Skenandoa Club  
Norton Ave. Clinton, NY**

## **HOLE SPONSORSHIP APPLICATION:**

**SPONSORSHIP SIGN WILL PROUDLY DISPLAY YOUR  
COMPANY/ORGANIZATION NAME TO READ AS:**

**BOB INGALLS SCHOLARSHIP GOLF TOURNAMENT  
THE FOLLOWING HOLE IS SPONSORED BY  
(*YOUR COMPANY/ORGANIZATION NAME HERE*)**

**Cost for Sponsorship is \$100**

**Name: \_\_\_\_\_**

**For further information, contact:**

**Judy Ingalls @ 723-5092, Frank Simonelli @ 859-1175 or Rich Antanavige @ 765-2213  
*Proceeds to benefit a Clinton High School Senior Attending Fall Semester of College***

# NATURAL SOLUTION

**Mother Nature's healthy drinks recharge muscles and aid performance.**

By Matthew G. Kadey, M.Sc., R.D.  
Image by Ann E. Cutting

You just finished a run on a warm day and you're hot, tired, and thirsty. Of course you could reach for your favorite neon-hued sports drink, and there's nothing wrong with that. But runners often forget all the other options out there. In fact, research has shown that plenty of other types of beverages (some of which may already be in your refrigerator) have their own healthful qualities and can help you stay hydrated before, during, or after your run. "Mother Nature has given us a huge range of healthy drinks," says Molly Kimball, R.D., a sports dietitian at Ochsner Elmwood Fitness Center in New Orleans. "They're refreshing and can recharge muscles and benefit performance." And (most important) they taste good, too.

## Iced Green Tea

**When:** Pre- or postrun and on easy runs less than an hour

**Why:** Green tea is a stellar source of catechins, antioxidants that fight heart disease and cancer. According to research, catechins can reduce muscle damage caused by exercise, and also speed recovery. A recent study found that people who had the equivalent of five cups of green tea daily for three months and exercised lost more belly fat than those who only exercised. Iced green tea is a tasty alternative to water on easy, short runs, says Leslie Bonci, R.D., director of sports nutrition at the Pittsburgh Medical Center. Plus, tea contains caffeine, which boosts speed and endurance. If you drink iced green tea often,



go with unsweetened, says Kimball, to avoid taking in excess calories.

**Sipping Points:** Steep tea bags for at least three minutes to release more catechins. If you buy bottled, choose brands with fewer than 15 grams of sugar per eight ounces.

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## Coconut Water

**When:** Pre- or postrun or on runs of about 60 minutes

**Why:** Coconut water, the clear liquid found inside the fruit, contains none of the fat found in coconut milk and has a tangy, light almond flavor. Eleven ounces contain 14 grams of sugar and 670 milligrams of potassium—way more than sports drinks. "Potassium works closely with sodium to maintain water balance and helps trigger muscles to contract and relax optimally," says Suzanne Girard Eberle, R.D., author of *Endurance Sports Nutrition*. Coconut water has enough carbohydrates for an hour-long run but not enough sodium for longer efforts.

**Sipping Points:** Coconut water, which is fat-free, comes plain or flavored with mango, orange peel, or passion fruit.

(...continuedd on next page.)



## Chocolate Milk

**When:** Postrun

**Why:** The drink you loved as a kid has the ideal amount of carbohydrates and protein that tired muscles need for recovery, says Joel Stager, Ph.D., director of the department of kinesiology at Indiana University. According to a study Stager led, drinking chocolate milk postexercise speeds up recovery and increases the time it takes to reach exhaustion during a subsequent exercise session better than sports drinks. And a 2007 British study found that regular milk is better than water or a sports drink at restoring fluid levels following a bout of exercise in the heat. Plus, milk contains bone-strengthening vitamin D and calcium.

**Sipping Points:** Single-serving containers are handy for tossing into a cooler for a postrun treat and for portion control.

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## Cherry Juice

**When:** After a hard run

**Why:** If George Washington was more of an athlete, he never would have felled his dad's cherry tree. A study done in 2008 by British researchers found that runners who drank 16 ounces of tart cherry juice in the days before, the day of, and two days after a marathon decreased inflammation, oxidative stress, and muscle damage. "Cherry juice is very useful for postexercise recovery," says Declan Connolly, Ph.D., professor of physical education and exercise science at the University of Vermont. Cherries are higher in antioxidant and anti-inflammatory properties than many other types of fruit. Try drinking a cup of tart cherry juice after exercise—particularly during heavy training. But don't guzzle it like it's tap water: One cup has about 30 grams of natural sugar and 130 calories.

**Sipping Points:** If cherry juice is too tart for you, try a sweeter blend with cherries and other 100 percent fruit juices.

## Vegetable Juice

**When:** Postrun

**Why:** Chock-full of a variety of nutrients in a concentrated package, 100 percent vegetable juice is a tasty way to get a serving or two of veggies. Those made mostly with tomatoes have lots of lycopene, an antioxidant that a British Journal of Nutrition study found protects muscles from oxidative stress caused by exercise. Many brands have three to five times the amount of sodium and 13 to 17 times the amount of potassium in sports drinks, "which makes vegetable juice an ideal part of a postrun snack or meal that includes carbs and protein," says Kimball.

**Sipping Points:** Sodium levels can range from 140 to 620 milligrams in regular (non—low sodium) brands. Choose higher levels if you crave salt postrun.

## Coconut Shake

Protein, carbs, and electrolytes make this an ideal drink to add to your postrun nutrition routine.

1 11-ounce container coconut water

1 cup cherry juice 1 scoop unflavored or vanilla protein powder 1/2 cup strawberries, frozen

1 banana

Add all the ingredients to a blender and whirl until smooth.

Serves one.

**Calories:** 440

**Carbs:** 70 g

**Protein:** 27 g

**Fat:** 2 g

[www.runnersworld.com](http://www.runnersworld.com)





# 2009 Grand Prix

## *What is the Grand Prix?*

The Grand Prix is a friendly competition open to all current Utica Roadrunners Club members. 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.

### *2009 Grand Prix Races:*

- Fort-to-Fort 10k
- Ted Moore 5k
- Hall of Fame Half-Marathon
- KAC 10k
- Summer Sizzle 5-Mile
- Honor America Days 5k
- The Battle of Oriskany 10k
- Falling Leaves 14k
- YWCA Freedom Run 5k

### *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 1/1/09.

### *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 |



# Grand Prix

## 2009 Standings:

M/F	Age	Name	Fort to Fort 10k	Ted Moore 5k	Hall of Fame 13.1	KAC 10k	Summer Sizzle 5mi	Honor Amer. Days 5k	Battle of Orisk. 10k	Falling Leaves 14k	YWCA Run 5k	Total
M	0-19	DeZalia, Sean	10			10						20
M	0-19	Szarek, Michael			10							10
M	0-19	Szarek, Walter			9							9
M	20-29	Donaleski, Nathan	10									10
M	30-39	Cohen, Richard	10		10	10	10					40
M	30-39	Van Duren, Stephen	8	10								18
M	30-39	Pare, Jason	9		9							18
M	30-39	Bartkowiak, James					9					9
M	40-49	Kosina, Bill	9		9	9	8					35
M	40-49	Putney, Dave	10	10	10							30
M	40-49	Suba, Scott		8		10	9					27
M	40-49	Humphrey, Paul		9			10					19
M	40-49	Cognetto, Norman				7	7					14
M	40-49	Swider, Dan				8	6					14
M	40-49	Winter, Arthur	8									8
M	40-49	Langlois, Joe		7								7
M	40-49	McGlynn, Thomas			7							7
M	40-49	Steere, Sean		6								6
M	50-59	Palmer, Bruce	10		10	10						30
M	50-59	Bick, Tom			6	9	8					23
M	50-59	Ichihana, Rob	9		5	7						21
M	50-59	Burak, Gary			9		10					19
M	50-59	Lichorowic, Scott			8		9					17
M	50-59	Desjardins, Mark		9			5					14
M	50-59	Muzzy, Ken	8		3							11
M	50-59	DeZalia, Norm	6		4							10
M	50-59	Fiore, Jim		10								10

# Grand Prix

M/F	Age	Name	Fort to Fort 10k	Ted Moore 5k	Hall of Fame 13.1	KAC 10k	Summer Sizzle 5mi	Honor Amer. Days 5k	Battle of Orisk.10k	Falling Leaves 14k	YWCA Run 5k	Total
M	50-59	Dunn, Michael				8	7					15
M	50-59	Macintosh, Donald		8								8
M	50-59	Moragne, Jim	7									7
M	50-59	Bocko, David				7						7
M	50-59	Daley, Bruce				6						6
M	50-59	Reed, Timothy					6					6
M	50-59	McCann, Tim	5									5
M	50-59	Stevens, Mike	4									4
M	50-59	Smith, Garry	3									3
M	50-59	Nolan, David	2									2
M	60<	Lucas, Luke	9		7		9					25
M	60<	Cadrette, Kermit		10	10							20
M	60<	Silverman, Charles			9	10						19
M	60<	Hahn, Richard	10									10
M	60<	Mix, Charles					10					10
M	60<	Stanley, Richard		9								9
M	60<	Badger, Larry			8							8
M	60<	Searles, George		8								8
M	60<	Mannava, Venkata					8					8
M	60<	Clark, Dan					7					7
F	0-19	Benn, Alex		10			10					20
F	0-19	Humphrey, Emily		9			9					18
F	0-19	Steere, Morgan		8								8
F	0-19	Szeles, Cara					8					8
F	0-19	Steere, Erin		7								7
F	0-19	May, Patrice					7					7
F	20-29	Vroman, April		10			9					19
F	20-29	Duncan, Michelle	8	9								17
F	20-29	Charles, Jessica					10					10
F	20-29	Ichihana, Kate	10									10
F	20-29	Smoulcey, Pamela	9									9
F	20-29	Caruso, Valerie		8								8
F	20-29	Szeles, Chris					8					8
F	20-29	Elsenbeck, Patricia		7								7



# Grand Prix

M/F	Age	Name	Fort to Fort 10k	Ted Moore 5k	Hall of Fame 13.1	KAC 10k	Summer Sizzle 5mi	Honor Amer. Days 5k	Battle of Orisk.10k	Falling Leaves 14k	YWCA Run 5k	Total
F	30-39	Smith, Leslie	10	10	9		9					38
F	30-39	Guy, Marlee	9				7					16
F	30-39	Nugent, Kelly Ann					10					10
F	30-39	McGlynn, Christine			10							10
F	30-39	Jory, Cheryl					8					8
F	30-39	Zumpano, Natalie					6					6
F	40-49	Cognetto, Valerie	9	10		10	7					36
F	40-49	Nizzi, Michelle	10				10					20
F	40-49	Lindsey, Bettina			10		9					19
F	40-49	Ingrid Otto-Jones			9		8					17
F	40-49	Schaffer, Karen		9	6							15
F	40-49	Vanderpool, Maryann	6		4							10
F	40-49	Hamlin Nasci, Susan				9						9
F	40-49	Winter, Cassie	7				6					13
F	40-49	Durso, Judy		8								8
F	40-49	Marcoux, Audrey			8							8
F	40-49	Willcox-Ayoub, Joanne	8									8
F	40-49	Harrigan, Robin			7							7
F	40-49	Putney, Beth			5							5
F	50-59	Lucas, Mickey	9		10		7					26
F	50-59	Camerona, Doreen		8			10					18
F	50-59	Wright, Maryann					10					10
F	50-59	Fuller, Kathleen		10								10
F	50-59	Leahy, Mary		10								10
F	50-59	Ruckel, Mary	10									10

# Social/Training Group Runs

## Sunday Morning Brunch Runs Are Back! Runs Start Promptly at 9:00 a.m.

Please bring a food item to pass (such as bagels, donuts, fruit, quiche) and a friend! Runs will offer a variety of distances. Bring your own towel if you'd like to shower after the run. If you would like to host a Brunch Run, email [cognettodesign@gmail.com](mailto:cognettodesign@gmail.com). Please include your name, address, & date of run.



## Thursday Night Social Runs

Our Thursday night social runs will continue throughout the winter months. We run from The Fitness Mill at 5:45 p.m. The Fitness Mill provides showers, reflective vests 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.

## Group Runs for Utica Roadrunners "Down in the Valley"

Mondays at 5:45 p.m. at Barringer School in Ilion  
Wednesdays at 5:45 p.m. at MOVAC (next to the Mohawk-Herkimer bridge)  
Saturdays at 8:00 a.m. at the Little Falls YMCA.

All are welcome to join us anytime! We run from 3 to 10 miles depending on what we may be preparing ourselves for. There are both beginning and experienced runners. There are no showers or meetings for socializing after the runs at this point. For more information, email: [casler1@peoplepc.com](mailto:casler1@peoplepc.com) or [jmoragn1@twcny.rr.com](mailto:jmoragn1@twcny.rr.com).



**STOP  
DWI** New York  
BROOME COUNTY

PRESENTS 26TH ANNUAL

# Chris Thater Memorial

DEDICATED TO CHRIS THATER WHO WAS KILLED BY A DRUNK DRIVER.

# 5K RUN

**August 30, 2009**

**10 a.m.**

**Recreation Park,  
Binghamton, New York**

# \$20,000 IN CASH PRIZES!



**Premier Sponsors**



**SEFCU**



gift certificates  
for age group winners

To register  
on-line visit



For More Information, Visit:

<http://www.bcstopdwi.com>

Elite Athlete assistance  
call 607-722-8744

or email [gtabeek@stny.rr.com](mailto:gtabeek@stny.rr.com)



**Gold  
Medal  
Sponsors**







# 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](mailto: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](mailto:mparsons@twcny.rr.com) or (315) 337-7452.