

SPLIT The Official Newsletter of the Utica Roadrunners

TIMES

UTICA
Roadrunners



FEBRUARY 2011

Important Message From Our Membership Chairman p.5

**Awards Banquet Forms
Due by Feb 28th p.4**

**February Runs:
Beer & Chili 5k & 10k 2/5
Heart Run 3/5**



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

TIMES



FEBRUARY 2011



2011 Board of Directors:

President:
Sybil Johnson

Vice Presidents:
Activities & Events
Mike Kessler

Administration
& Finance
Moe LaLonde

Secretary:
Christine McGlynn

Treasurer:
Paula May

Board Members:
Tom Bick
Ray Brych
Jim Fiore
Kathy Fuller
Dennis Johnson
Patrice May
Dave Putney



Attention Race Directors!

If you have an upcoming race that you would like to advertise in SpliTimes, please contact Val Cognito by emailing: cognettodesign@gmail.com.

DEADLINES:

IMPORTANT: Please be prepared! Plan on submitting your information or race application **the 1st of the month prior to the month that your event takes place.** (ie; if your race is on July 15th, submit your information by June 1st.)

Payment:

Payment for advertising is due on the 1st of the month prior to the issue you would like to advertise in.

Copy:

Your copy/art/ads/race applications are due on the 1st 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

Editor: Valerie Cognito
Home Office: (315) 738-7717
E-mail: cognettodesign@gmail.com

VISIT: <http://www.uticaroadrunners.org>

JOIN NOW!



President's Message by Sybil Johnson

February, the second month of the new year – already here! Yikes! Where did January go? With all of the crazy weather patterns, I hope all of you were safe as you ran around the area. Personally, I put in more time on the treadmill than outdoors. Somehow, donning just shorts and a top was easier than putting on all of the layers that outdoor moving required. I salute all of you who were heartier than I.

What would February be without the Beer and Chili Run?!? If you want to do a great 5 or 10 K run, be in Newport on the 5th. The Kuyahoorra Kickers and Roman Runners put on a slick (depending on the weather) event. You are usually able to run up some formidable hills half of the way, and then run down them for the other half! Be advised to wear wind-proof clothing on your vital parts. After participating for many of the past 20+ years, I remember that the trip back can be chilling! But, there are the post-race rewards to look forward to – chili, both vegetarian and meaty, lots of door prizes, and beer! You cannot go wrong if you begin your February this way! There should be more races in this short month.

Valentine's Day – another February favorite. As far as I know, there are not any races that Monday and there are not any area races on the weekend preceding the day of Love. So, just wear some red and think of those you love as you exercise.

Presidents Day & February Break – Whoo Whoo!! For those of you who have a day or a week off, go somewhere special to do your running. We will be in Boston for a few days and I am sure that we will get more than a few miles on the training log. This is a great time to do some cross training on the ski and snow shoe trails. I hope the weather is cooperative so we are able to go out on the Egypt Road and Jackson Hill trails. Please, weather gods; keep the snow on those tracks.

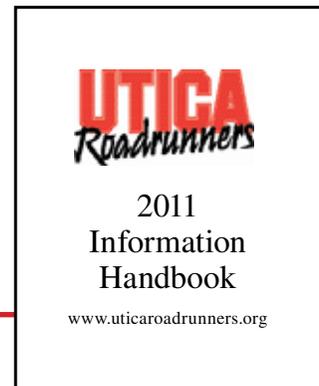
If you have not done so, February is a good time to remember to renew your Utica Roadrunner membership. Many of you have already done so, but for those of you who are waiting, you have the online or hard copy options. Please remember to fill out the application completely – especially the volunteer portion. I cannot say it enough. What is the Club without volunteers? Thanks, Jim Moragne for organizing the membership!

February is also a good month to get ready for America's Greatest Heart Run. This year's event is again at Utica College on March 5th, with the Health Expo on the 4th. As usual, the Club will be raising money in the Organization and Club Team event. Please list me as your Team Coordinator when you submit your application and donations. I was going to ask one of you to be in charge of this, but I figured that you might remember my name more easily. I realize that many of you are on family and work teams, but if you are not, consider the Utica Roadrunners – Sybil Johnson, coordinator. Thanks.

One more February notable – it is that time of the year for gathering financial information for New York State and the Federal Government. Our Club is an incorporated, non-profit, charitable organization that

has to keep tidy records. Paula May, our Treasurer, and I will be organizing all of the pertinent numbers and papers for the accountants so that they can create our 2010 figures. For those of you who are accountants and tax preparers, I know this info does not have to be submitted until May. It is just good to get a jump on it. It is also good to let the general membership be reminded of what goes on behind the scenes. On the charitable organization note, the Community Food Bank of Greater Utica has sent a Thank You for the donation of \$2082 from the Thanksgiving Day Run. They want to remind us that they accept donations of clothing, and household items also. Phone 315-507-4901 for pick up and hours of operation.

So long for now and I'll be back in March.
Be careful out there!



New! Club Handbook

Our newly updated Utica Roadrunners Handbook is your complete guide to your membership benefits, annual events, and general information about the club. Download a pdf of the handbook here:

<http://www.uticaroadrunners.org/documents/UticaRoadrunners2011ClubHandbook.pdf>

Awards Banquet Forms Due by 2/28/11

The 2011 Utica Roadrunners Awards Banquet is held in April. In order for our runners to receive recognition for their accomplishments and volunteering throughout the year, we need several forms submitted. There are three forms at the end of this newsletter that you can use to help us.; A nomination form, A Golden Shoe form, and a Personal Mileage Form. Each serves a different purpose. The Nomination form is used to nominated those members who you think fit the criteria described for each award. The Golden Shoe form is used to receive credit for each of the volunteer duties you completed in 2010. Those who have volunteered the most will be given a patch. The Personal Mileage form is used to compile all of the races you have participated in, your finish times as well as volunteering and total number of miles that you ran in 2011. Those figures will be used to distribute several other types of patches and 1,000 mile jackets. For more information regarding criteria for awards, please refer to our club handbook described above. All forms are due on or before February 28, 2011.



Membership Updates

Tired of receiving mass emails but still want the newsletter? Wonder why your name is not included in the Grand Prix? Want to chat with some of the members but don't know how to do it without being annoying to others? Our resident Membership Guru, Jim Moragne explains what to do...

There's been considerable confusion recently concerning the club's use of the Yahoo listserv, the newsletter and membership standing. That's something I hope to clarify now. The club has used the Yahoo listserv for years as a way of disseminating information and giving members a chat forum. One of the listserv's uses has been to distribute the SpliTimes. Recently you have also been receiving the SpliTimes, as well as the 2011 dues notice, via regular email. That is through the club's Webmail application. Soon, either with the next edition or the one immediately after, the SpliTimes will only be distributed by Webmail. This is because the Yahoo list maintenance capability is virtually impossible to use. Consequently, there are many people on the Yahoo list who are not club members at all, and many members in good standing are not on the Yahoo list. Comparatively speaking, the Webmail maintenance is much easier and at present every single member of the club with a working email address is on the Webmail list.

How does this involve your dues? Club policy is that if a member's annual dues are not paid by March 31st, the member is no longer in good standing and should not receive any of the privileges that go with being a club member until the dues are paid up. That includes receiving the SpliTimes, race discounts, free participation in the Development Runs, Grand Prix points and so on. In the past we have not had the ability to edit the newsletter's distribution list to remove delinquent members, but with Webmail that can be done relatively easily. Consequently, effective close of business March 31st, I will edit the Webmail list to include only members whose 2011 dues have been paid by then, and thereafter edit it to add only members who catch up their dues, and new members. So, if you like getting the newsletter (and who wouldn't) and the other privileges of being a club member, please help yourself and the club by getting your dues in now. The 2011 renewal form can be found on the next page, or you can go to the club's web site to print the form from there. From the web site you also can access our Paypal option.

Lastly, what to do with Yahoo? It's still a valid chat area for people interested in running and I will still add people to that list as new members join the club or someone asks to be added. Equally, if someone doesn't want to be on the Yahoo list, I will delete them from it upon request. You should know that if you access your own Yahoo profile and follow some easy prompts, you can delete yourself from the list. Just be aware that being on the Yahoo list will not result in getting the SpliTimes in the near future – only being a fully paid up member in good standing will accomplish that and only via the club's Webmail application.

Please direct any questions to me at 894-5402 or you can email me at jmoragn1@twcnyc.nyrr.com.

Thank you,
Jim Moragne, Membership Chairman



Who We Are

The goal of the Utica Roadrunners is to promote health and fitness through running programs. Many members participate in other sports as well as our various club social activities. We are actively seeking to expand our membership and activities to further promote the sport of running in our community. We are a diverse group of people who enjoy running. We run on roads, trails, and on the track. We run in races, for training, and for fun. We run monthly, weekly and daily. We run from one to over 100 miles per week. Our mile paces range from five to fifteen minutes. We range in age from one to ninety. Our membership includes a variety of people, from teachers and students to technicians and tradesmen.

Club Benefits

You will receive SPLITIMES, our club newsletter full of articles on club news, injuries, nutrition, profiles and events. A race calendar listing local and national races is also included. First time members get a club t-shirt with the Utica Roadrunners logo. A popular club benefit is the goal inspiring distinctive red jacket that you may receive after your first calendar year with 1,000 miles and/or some volunteer activity. After that, each 1000 mile year will be awarded with a mileage chevron. Members get a discounted entry fee into club races and free entry in the Development Runs.

Annual dues are \$10 for a student under 20, \$20 for an individual, \$25 for a couple and \$30 for a family. Mail the completed form and check to:

**Utica Roadrunners, P. O. Box 4141,
Utica, NY 13504**

**Questions: Jim Moragne at 894-5402 or
mailto:jmoragn1@twcny.rr.com**

**2011 Membership Renewal or New Member
(circle one)**

Last Name (please print): _____ First Name: _____
Mailing Address: _____

Primary Phone: _____ Secondary Phone: _____

DOB: _____ E-mail address: _____

Development Run Number (if known): _____

T-shirt Size (new members)___ (mens' sizes S, M, L, XL, XXL)

I would be interested in participating on the following committees: Public Relations Membership
 Training Newsletter Merchandise Race Volunteer Board of Directors Social Development
Runs

Signature _____ Date _____
(parent or guardian if under 18)

**Additional (Couple or Family) Renewal or New Member
(circle one)**

Last Name (please print): _____ First Name: _____

DOB: _____ E-mail address: _____

Development Run Number (if known): _____

T-shirt Size (new members)___ (mens' sizes S, M, L, XL, XXL)

I would be interested in participating on the following committees: Public Relations Membership
 Training Newsletter Merchandise Race Volunteer Board of Directors Social Development
Runs

Signature _____ Date _____
(parent or guardian if under 18)

**Additional (Couple or Family) Renewal or New Member
(circle one)**

Last Name (please print): _____ First Name: _____

DOB: _____ E-mail address: _____

Development Run Number (if known): _____

T-shirt Size (new members) ___ (mens' sizes S, M, L, XL, XXL)

I would be interested in participating on the following committees: Public Relations Membership
 Training Newsletter Merchandise Race Volunteer Board of Directors Social Development
Runs

Signature _____ Date _____
(parent or guardian if under 18)

Club Membership Application Waiver (applies to all persons signing this form)

I know that running and volunteering to work in club races are potentially hazardous activities. I should not enter and run in club activities unless I am medically able and properly trained. I agree to abide by any decision of a race official relative to my ability to safely complete the run. I assume all risks associated with running and volunteering to work in club races including, but not limited to, falls, contact with other participants, the effects of the weather, including high heat and/or humidity, the conditions of the road and traffic on the course, all such risks being known and appreciated by me. Having read this waiver and knowing these facts, and in consideration of your acceptance of my application for membership, I, for myself and anyone entitled to act on my behalf, waive and release the Road Runners Club of America, the Utica Roadrunners Club, and all sponsors, their representatives and successors from all claims or liabilities of any kind arising out of my participation in these club activities even though that liability may arise out of negligence or carelessness on the part of the persons named in this waiver.



What is the 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.

IN ORDER TO QUALIFY FOR THE 2011 GRAND PRIX YOU MUST PAY YOUR ANNUAL DUES BY 3/31/11

Scoring

Scoring will be based on the best 5 finishes of the 10 Grand Prix races. There is no minimum number of races needed to qualify.

Age Groups

Age Group for the entire season based on age as of 1/1/11.

There are six age groups, Male & Female:

19 & Under • 20 to 29 • 30 to 39 • 40 to 49 • 50 to 59 • 60 & Over

Points will be awarded in each age group as follows:

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

2011 Races

Fort to Fort 10K	April 2	Summer Sizzle 5 mile	June 19
Stockbridge Valley Hot Foot 5K	April 9	Millers Mills 5K	July 17
Ted Moore 5K	May 7	Honor America Days 5K	July 30
Hall of Fame Half Marathon	May 22	SOS 5 mile	Aug 14
KAC 5K	June 4	Falling Leaves 14K	Sept 25

Energy Gels

Pros, cons and how to use them properly

www.allaboutrunning.net

The use of energy gels is something runners are rarely ambivalent about—many runners swear by them, whilst others see them as taking away from the natural experience of running. Let's take a closer look.

Pros:

Gels provide a way for your body to take in energy during times of extreme endurance. Many forms of carbohydrate (e.g. glucose) can trigger an insulin production reaction in the body which can result in a feeling of energy loss—this is the mechanism behind the famous 'two o'clock slump' experienced after a big lunchtime meal. However, gels are mostly made up of maltodextrin or some other form of carbohydrate which breaks down very easily in the body and does not cause a sugar overload. Many gels also contain the trace minerals your body needs during extended periods of intense stress, like running a marathon. During a race, your body will commonly sweat out large amounts of magnesium and potassium which are needed for muscle function, and gels provide a useful way to replace them.



Cons:

Can lead to a mental dependency where the runner thinks he can't possibly finish the marathon without knocking back at least one or two gels. Some people's stomachs just won't agree with them. If you're generally averse to swallowing non-natural foods, it might be good to give these a miss. Produces that kind of feeling in the body like you've just had too much sugar. Of course, you might be feeling worse things at the time Pro or con (depending on what way you look at it)

Many people look to them as a way to 'buy' a marathon when they are not fully trained. This of course carries its own risks, depending on how far short the runner is of the ideal training level for his expected time. Even if you do finish the marathon, expect your recovery period to be much longer than normal. It might be worth considering just running a slower than intended pace instead.

Tips for usage

If you are planning to take them during a marathon, make sure you have experience of using them during long runs so your body has time to adapt to using them. There have been many cases of people taking gels for the first time during a marathon, reacting badly and having stomach problems. Even if you are used to them, make sure and not to take them at too fast a rate - two per hour is a good benchmark. You might lose more time in toilet stops in the closing stages than you gain during the race. Try to space out when you are going to take them. Most gels need to be washed down with a few mouthfuls of water, so one good strategy is to look at a map of the course, find out where the water stops are, and plan to take your gels just before you arrive at one. There are also rocket fuel type gels which are good for the last 25 minutes of a race. These can provide a much needed kick, but be sure you really do take them with 25 minutes to go, because you will have very little left in the tank when you're done!

Membership Services Committee Forming In 2011

by Jim Moragne

The club has grown enormously in the last couple of years and currently has nearly 700 active members in the region centered by Utica. That many members would demand a lot of service just by size alone. However, the Membership Committee that would provide those services is one in name only with just the Membership Chairman as the lone participant. People, let's change that. There are so many areas that need work and which would be a rewarding experience if you're so inclined, plus be valuable to the continued growth and vibrancy of your running club. For example, if you like sales and people, a club this big should be getting all kinds of discounts and shoppers' deals from businesses throughout the region – join the committee and sell the club.

We need to do a comprehensive survey of all members about their likes, dislikes, and aspirations for the club. And yes, ask in what areas they would be willing to volunteer their time to help the club. We could use someone with some basic computing skills (Excel in particular) to help manage the club database and perhaps someday succeed the current chairman (no, I do not plan on doing this forever). I'm sure there are many other possibilities in membership services that would make our club even better than I haven't considered here.

If you enjoy the benefits of being a Utica Roadrunner and have thought you'd like to find a way to give back, please consider joining the Membership Services Committee. I hope to convene a first meeting of interested people sometime in the first quarter of 2011. If you are interested, please call me at 315-894-5402 or email me at jmoragn1@twcny.rr.com. I would be happy to discuss this with you and answer any questions you have.

Thanks.....Jim.

TOP 10

Top 10 Reasons to Attend the 2011 Awards Banquet

by Val Cognito

10. It's a great way to meet fellow members and celebrate accomplishments.
9. Everyone there can see what you actually look and smell like bathed.
8. You get a chance to talk about running with ACTUAL runners.
7. Food, food, and more food.
6. You can Photoshop your face from the banquet onto a race photo because the expression is the same after a few drinks at the banquet.
5. You can discuss chafing with someone who is interested.
4. It can be an excuse for missing your run the next morning.
3. Lots of numbers to talk about which makes you appear smarter.
2. Dancing on the tables–WHAT?
1. DJ Jammin' Mike Brych!



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 5:00 p.m. at the GPO Credit Union in Illion
Wednesdays at 5:00 p.m. at Hannaford's in Herkimer
Saturdays at 8:00 a.m. at the Little Falls YMCA.
For more information, email: casler1@peoplepc.com or
jmoragn1@twcny.rr.com.



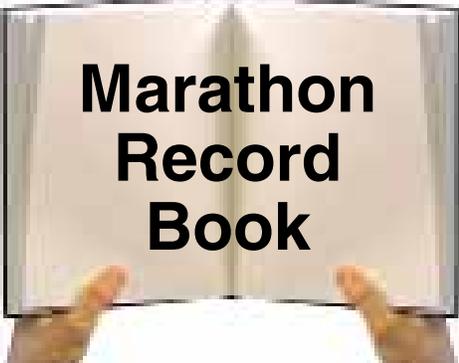
BEER & CHILI 5K & 10K

Sat february 5, 2011

LOCATION: The Masonic Temple, 7408 Main St., Newport, NY

REGISTRATION: 8:00 – 9:45 AM. RACE START: 10 AM.

Email Questions to: jsloc@ntcnet.com



Marathon Record Book

The club marathon record book is being updated. All members are encouraged to submit your marathon times, the name of the marathon and the date it was run. At the annual award banquet, special recognition is given for your first, fifth and tenth marathons. Our record book currently covers marathons run through November 2006. Please submit any run since then as well as any run prior to that which you may not have already submitted. This information can be sent to Moe Lalonde at the following address: mlalonde@westmorelandschool.org

Utica Roadrunners' Award Nomination Form

Return to: Utica Roadrunners Nominations, P.O. Box 4141, Utica NY 13504 no later than 2/28/11

Robert H. Carlson Distinguished Service Award

Awarded in honor of Bob (Coach) Carlson to the Utica Roadrunner who has contributed significantly to the success of the Club by volunteering hours of work to racing and running events, social events and helping to run the Club.

Nominee: _____

Bill Acquaviva Volunteer of the Year Award

Awarded in memory of Bill Acquaviva to recognize the Utica Roadrunner who unselfishly volunteers hours of time for the benefit of the various projects of the Club and for the entire running community.

Nominee: _____

Distinguished Roadrunner Supporter Award

Awarded in appreciation and recognition of a corporation, group or individual whose support has made a significant contribution to Utica area running. (This award is typically given to non-Club members.)

Nominee: _____

Ed Bruni Sr. Inspiration Award

Awarded in memory of Ed Bruni Sr. to the Utica Roadrunner whose upbeat attitude and dedication to using his or her talents has had a positive influence on other runners throughout the year.

Nominee: _____

Utica Roadrunner Hall of Fame Award

Awarded to the individual who has excelled for many years in the sport of running and has distinguished himself or herself through racing achievements and/or support of the running community.

Nominee: _____

Roadrunner(s) of the Year Award (Female & Male, Open & Grandmaster)

Awarded to the Utica Roadrunner who has the most outstanding season of running in road races, on the basis of finishing using times and awards. The award was expanded in 1998 to recognize females and males in two age divisions, Open – under 50 years and Grandmasters – 50 years and over.

Nominee (Female Open): _____

Nominee (Male Open): _____

Nominee (Female Grandmaster): _____

Nominee (Male Grandmaster): _____

Most Improved Roadrunners (Female & Male)

Awarded to the female and male Utica Roadrunner who has had the greatest improvement in times from the previous year for a number of races over a variety of distances.

Nominee (Female): _____

Nominee (Male): _____

Frank D'Allesandro Training/Volunteer of the Year Award

Awarded in memory of Frank D'Allesandro to recognize an individual with the most enthusiasm, time and support to new members of the running world.

Nominee: _____

2010 Utica Roadrunners Club Golden Shoe Points

Name _____ Total Points _____

Board of Directors

- ___ President 15 points
- ___ Other Officer 12 points
- ___ Board Member 10 points

Standing Committees

- ___ Membership Chair 10 points
- ___ Volunteer Chair 10 points
- ___ Social Chair 10 points
- ___ Finance Chair 10 points
- ___ Public Relations Chair 10 points
- ___ Awards Chair 10 points
- ___ Merchandise Chair 10 points
- ___ Committee Member 2 points

Training

Boilermaker Training Program

- ___ Program Coordinator 10 points
- ___ Site Coordinator 5 points
- ___ Other BMTP Volunteer 1 point

Development Runs

- ___ Program Coordinator 10 points
- ___ Committee Chair 5 points
- ___ Other DR Volunteer 1 point

Student Training Program

- ___ Program Coordinator 10 points
- ___ Committee Chair 5 points
- ___ Other STP Volunteer 1 point

Community Events

Heart Run & Walk

- ___ UR Team Captain 5 point
- ___ UR Team Member 1 point
- ___ Expo Booth Volunteer 1 point

Boilermaker

- ___ UR Booth Volunteer 1 point
- ___ Event Volunteer 1 point

Scholarship

- ___ Committee Chair 2 points
- ___ Committee Member 1 point

Club Races

Summer Sizzle

- ___ Race Director 10 points
- ___ Committee Chair 5 points
- ___ Race Volunteer 1 point

SOS

- ___ Race Director 10 points
- ___ Committee Chair 5 points
- ___ Race Volunteer 1 point

Falling Leaves

- ___ Race Director 10 points
- ___ Committee Chair 5 points
- ___ Race Volunteer 1 point

Racing Team

- ___ Team Captain 10 points
- ___ Team Member 1 point

- ___ **Grand Prix Coordinator** 10 points

- ___ **Club & Org. Liaison** 10 points

Club Runs

Run to End Hunger

- ___ Event Chair 5 points
- ___ Event Volunteer 1 point

Run for Safety

- ___ Event Chair 5 points
- ___ Event Volunteer 1 point

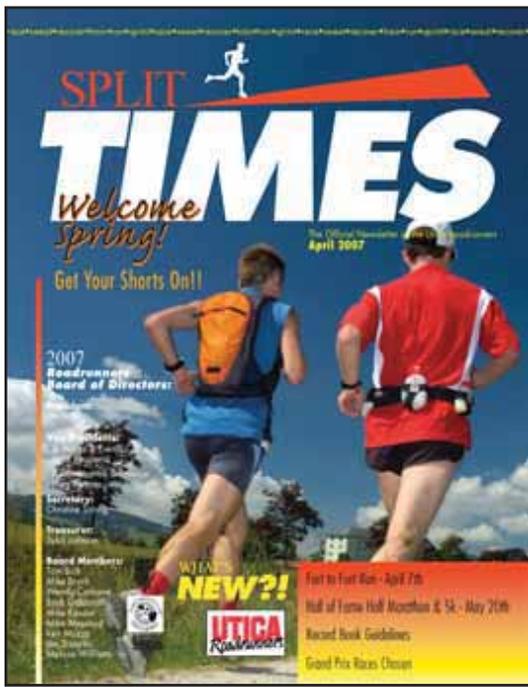
House Runs

- ___ Thursday Night Run Host 2 points
- ___ Breakfast Run Host 2 points

Other Activities

- ___ Equipment Coordinator 10 points
- ___ Webmaster 10 points
- ___ SpliTimes Columnist 5 points
- ___ SpliTimes Contributor 1 point
- ___ Other: _____ 1 point
- ___ Other: _____ 1 point

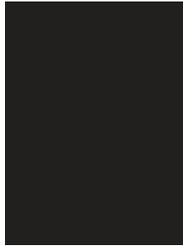
Return to: Utica Roadrunners Nominations, P.O. Box 4141, Utica NY 13504 no later than 2/28/11 OR you can email form to Kathy Fuller - fu97jug@adelphia.net



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.



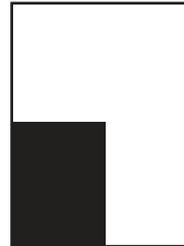
FULL PAGE
7.5" X 10"



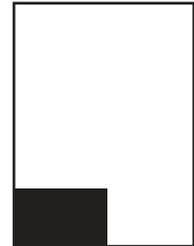
HALF PAGE-H
7.5" X 5"



HALF PAGE - V
3.5" X 10"



QUARTER PAGE
3.5" X 5"



BUSINESS CARD
3.5" X 2.5"

PER ISSUE ADVERTISING RATES

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@gmail.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 Sybil Johnson at densyb@roadrunner.com or (315) 733-6216