



## **2010 OFFICIAL IDITAROD RACE GUIDE ADVERTISING SPECIAL**

The Iditarod Trail Committee would like to offer you an opportunity to advertise in the 2010 Official Iditarod Race Guide at a great savings to you. This is an excellent venue for you to reach out to excited race enthusiasts and share information regarding your kennel, or to thank your sponsors.

The Iditarod Race Guide will be a 56 page plus cover, full color magazine which will provide comprehensive and insightful coverage of the 38<sup>th</sup> running of the Last Great Race. It will cover stories from behind the scenes, musher biographies, a full two page color map covering the trail from Anchorage to Nome.

### **PURCHASE A HALF PAGE AD AND WE WILL MAIL COPIES TO YOUR SPONSORS!**

A rate sheet for advertising in the 2010 Official Iditarod Race Guide is now ready for you to consider reserving your space. The Iditarod is offering an Early Bird incentive for advertisers who reserve and pay for space before November 20<sup>th</sup>. All advertising space must be reserved and paid for by January 5<sup>th</sup> in order to have placement in this years' Race Guide.

**IDITAROD MUSHERS** are given a 10 % discount to the cost of the ad space. This additional savings offers a great value in today's advertising market. Purchase 4 - 1/8<sup>th</sup> page b/w ads, (business card size) and you will receive an additional 1/8<sup>th</sup> b/w ad space for free which gives you an additional discount of 20%! This not only saves you money, but allows you to thank your sponsors individually throughout the Race Guide.

### **WHAT A GREAT PLACE TO THANK YOUR SPONSORS!**

I will be contacting you within the next few weeks to help you with any questions you may have. I know this is coming at a busy time for you, so please feel free to contact me at your earliest convenience if we should not connect.

I am looking forward to talking with you soon!

DEBY TROSPER \* ADVERTISING \* AUCTIONS \* MEMBERSHIP  
1-800-566-7533 [deby.trosper@iditarod.com](mailto:deby.trosper@iditarod.com) cell: 907-232-9090 [www.iditarod.com](http://www.iditarod.com)

# I D I T A R O D

## 2010 Official Iditarod Race Guide Advertising Rates



**For the first time the Official Iditarod Race Guide** will be available for purchase through our online store as well as 10,000 copies printed and distributed.

**The Official Iditarod Race Guide** provides comprehensive and insightful coverage of The Last Great Race. Stories from behind the scenes, musher biographies, and spectacular photographs with a complete race map will make this year's Guide an excellent advertising vehicle to get your message in front of mushing enthusiasts and ITC members from around the world.

### SPACE RESERVATIONS AND PAYMENT

- All advertising copy must be received by December 15th
- All advertising payments must be received by January 5th to ensure placement in the Guide.
- Any advertising space purchased by a Sponsor, Business Member or Musher will receive 10 percent off the advertisement rate.

### EARLY BIRD RESERVATION DEADLINE: NOVEMBER 20TH

	*EARLY BIRD	AFTER 11/20/2009
Full Page - Back Cover (8 3/8x10 7/8 + 1/4 " bleed)	\$ 2,700	\$ 3,000
Full Page - Inside Front	\$ 2,350	\$ 2,600
Full Page - Inside Back	\$ 2,175	\$ 2,250
Full Page - Color (7 3/8 x 9 11/16 (7.37x9.68)	\$ 1,825	\$ 2,000
1/2 Page - Color (h) 7.3/8 x4.11/16 or (v) 3.625 x 9.75	\$ 1,150	\$ 1,500
1/3 Page - Color	\$ 750	\$ 850
1/4 Page - Color (v) 3.5/8 x 4.11/16 or (h) 7 3/8 x 2 3/16	\$ 600	\$ 675
1/8 Page - Color 3 5/8 x 4 11/16"	\$ 300	\$ 350
Full Page - B&W (7 3/8 x 9 11/16 (7.37x9.68)	\$ 1,000	\$ 1,100
1/2 Page - B&W	\$ 675	\$ 750
1/3 Page - B&W	\$ 400	\$ 450
1/4 Page - B&W	\$ 325	\$ 360
1/6 Page - B&W	\$ 240	\$ 275
1/8 Page - B&W	\$ 175	\$ 200

THE OFFICIAL IDITAROD RACE GUIDE is printed on glossy paper using 4-color process colors only (CMYK) on a heat-set web offset press. It is perfect bound with a finished trim size of 8 3/8 x 10 7/8". Finished advertisements are accepted on disk in IBM or Macintosh format, or electronically in a PDF format.

#### Production Specifications:

Finished advertisements are accepted on disk, or email jpg or pdf files. Film should be 100 lpi. negative right reading emulsion side down.

**For further information on advertising or becoming a business member please contact:  
Deby Trospen at 907.376.5155 ext. 112 or via email at [deby.trospen@iditarod.com](mailto:deby.trospen@iditarod.com) .**

# IDITAROD

## 2010 OFFICIAL IDITAROD RACE GUIDE

**DISPLAY ADVERTISING ORDER & INVOICE**



Published by:  
**The Iditarod Trail Committee, Inc**  
 PO Box 870800 Wasilla, AK 99687  
 1-800-566-7533 \* (907) 376-5155\*

**Business Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_ **Country** \_\_\_\_\_

**Email Address** \_\_\_\_\_

**Web Address** \_\_\_\_\_ **Phone** \_\_\_\_\_

I have read and agree to the Term and Conditions as stated below:

1. This contract constitutes the entire agreement, and the ITC will not be bound by any conditions or instructions not contained in this contract.
2. ITC reserves the right to reject any advertisement not in keeping with the standards and policies of ITC.
3. Publication is guaranteed. ITC does not guarantee a publication date.
4. The signing individual warrants that he/she is an authorized representative or agent of the listed advertiser. This contract is binding upon the advertiser, the agent (if any), and all heirs, successors and assignees.
5. This contract may not be cancelled by the advertiser except upon receipt of written notice of cancellation by ITC within three (3) days of signing by advertiser or agent.
6. If payment is not received by the advertiser in accordance with the condition of this contract, the advertiser shall be liable for costs and reasonable attorney's fees incurred in the collection of the outstanding balance.
7. ITC reserves the right to cancel the advertisement from publication if payment terms are not met.

FOR OFFICE USE ONLY	
Cost of Advertising	_____
Early Bird Discount 10%	_____
Sponsor, BM or musher discount 10%	_____
Total & date paid	_____
Balance Due	_____
Cash <input type="checkbox"/> Check <input type="checkbox"/> Credit Card <input type="checkbox"/>	_____
CC# _____	exp. ___/___

DISPLAY SPACE (See Rate Card)

Size Ad \_\_\_\_\_

B/W \_\_\_\_\_ Color \_\_\_\_\_

Preferred location: \_\_\_\_\_