WHERE ATHLETES GO TO FIND THE LATEST ENDURANCE EVENTS
In 1984, in San Diego, California, a quickly growing endurance community was facing a challenge: Athletes needed an easy-to-use resource to find all the upcoming running, cycling and multisport races in their area. In 1985, founder Rob Wallack along with original owners Mike and Rose Reilly worked together to bring an idea to life to conquer this challenge.

The idea was to provide athletes with free access to a print calendar of the upcoming races in their area. RACEPLACE Magazine was born — and has been on an amazing ride ever since.

By 1990, it made its way into nearly 1,000 running stores, fitness shops and finish lines, and became the leading resource for finding races in Southern California. In 2001, RACEPLACE.com was released and provided the same services to those that wanted to find their races online.

To this day, we’re a family owned business focused on delivering for our customers and supporting their journey from start to finish, and everything inbetween.

We believe when runners, cyclists and triathletes find their finish line, they become better, healthier and more accomplished humans; and we’re passionate about giving them the support they need every step of the way. Our Mission is to connect people with the races, communities and information that improve their health and wellness.
Our audience is primarily made up of healthy lifestyle consumers that use endurance events and activities as a way to fuel their health and fitness. We have slightly more female customers (53.5%) vs. male (46.6%) and our customer is primarily between 25-54 years of age.

**Our four customer profiles:**

1. **Multiple Events**
   - Participates in multiple events per year, highly competitive
   - 23%

2. **Fitness Participant**
   - Fairly competitive, participates in a few events per year to stay in shape
   - 52%

3. **Leisure Participant**
   - Recreational athlete that might participate in 1 event per year
   - 15%

4. **First-Time Participant**
   - First time 5K athlete or new athlete
   - 10%

**Audience Age**

<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>7.20%</td>
</tr>
<tr>
<td>25-34</td>
<td>27.71%</td>
</tr>
<tr>
<td>35-44</td>
<td>27.36%</td>
</tr>
<tr>
<td>45-54</td>
<td>22.63%</td>
</tr>
<tr>
<td>55-64</td>
<td>10.40%</td>
</tr>
<tr>
<td>65+</td>
<td>4.71%</td>
</tr>
</tbody>
</table>
OUR REACH

RACEPLACE MAGAZINE (SOCAL)

- 800+ locations in So-Cal - Run, Cycling & Fitness Centers
- 200 events per year
- 34,000 copies distributed 6 times/year

RACEPLACE DIGITAL (NATIONWIDE)

- 30K unique site visitors per month
- 60K email subscribers
- 1,000 event searches per day online

MAGAZINE LOCATIONS

San Diego/Riverside
- Riverside County
- San Diego
- Menifee
- Temecula
- Oceanside
- Carlsbad
- Encinitas
- El Cajon
- Escondido
- San Marcos
- Chula Vista
- Santa Barbara

Greater Los Angeles
- Los Angeles
- Long Beach
- Irvine
- Pasadena
- Newport Beach
- Torrance
- Santa Monica
- Glendale
- Huntington Beach
- Santa Clarita
- Anaheim
- Thousand Oaks
- San Bernadino
- Santa Barbara
- Orange County
FOR $60, ADD YOUR EVENT TO THE RACEPLACE MAGAZINE CALENDAR. YOUR EVENT WILL BE PRINTED IN UP TO 6 EDITIONS, OR UNTIL YOUR EVENT DATE.

FOR $10 EXTRA, MAKE YOUR EVENT STAND OUT BY MAKING IT BOLD

America's Finest Corporate Dash

확정: June 23, 2016
확정: San Diego, CA 92108
확정: Running > 5k
2017 RACEPLACE MAGAZINE EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial</th>
<th>Reservation Deadline</th>
<th>Asset Deadline</th>
<th>Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>2017 – Find Your Finish</td>
<td>12/15/16</td>
<td>12/21/16</td>
<td>12/31/16</td>
</tr>
<tr>
<td>March/April</td>
<td>Spring Events &amp; Activities</td>
<td>2/14/17</td>
<td>2/17/17</td>
<td>2/27/17</td>
</tr>
<tr>
<td>May/June</td>
<td>Summer Events &amp; Activities</td>
<td>4/19/17</td>
<td>4/21/17</td>
<td>4/29/17</td>
</tr>
<tr>
<td>July/August</td>
<td>Summer Events &amp; Activities</td>
<td>6/20/17</td>
<td>6/23/17</td>
<td>6/30/17</td>
</tr>
<tr>
<td>September/October</td>
<td>Events and Activities</td>
<td>8/18/17</td>
<td>8/23/17</td>
<td>8/29/17</td>
</tr>
<tr>
<td>November/December</td>
<td>Events and Activities</td>
<td>10/19/17</td>
<td>10/24/17</td>
<td>10/30/17</td>
</tr>
</tbody>
</table>

PRINT AD REQUIREMENTS

1. All documents must be in PDF format built to size as indicated on the next page. Add .25-inch bleed, all four sides, if full page ad is intended to bleed.
2. Ads should be composite CMYK if 4-color, grayscale if black and white.
3. Please make sure all images and colors are CMYK, not RGB.
4. Please DO NOT send ads with printer, crop, or registration marks.
5. All fonts must be embedded in the PDF.
6. Recommended page layout programs are InDesign, QuarkXpress, and Pagemaker.
7. Recommended programs are Photoshop and Illustrator.
8. All black text should be black only. Do not use registration black in the color palette or any other combination of CMYK values.
9. Recommended DPI for all images and final PDF is 300.

SENDING FILES

Email file to info@raceplace.com and identify your attachment by year, edition, and event name. (Ex: 15JanFeb.CustomerEvent.pdf)

If the file is too large to email, submit your file via FTP:
1. Go to ftp://66.146.168.195
2. Username: rpincoming
   Password: ftprp
3. Drag file into the page
4. Send email to info@raceplace.com letting us know of your submission

QUESTIONS OR COMMENTS?

Email info@raceplace.com or call 858.485.9806

SEE NEXT PAGE FOR AD SIZES
NATIVE ADVERTISING
Ads that look and feel just like all of the other content on the page. These highly effective ad units that lead the way in mobile and desktop click performance.

Search Insert Ads
This ad shows directly above or below the event listings on the calendar

**2017 Special Edition Divas Half Marathon**
- Date: Sat - Feb 18, 2017 @ 7:00:00 AM
- Location: Temecula, CA 92591
- Categories: Running > 5k, Half Marathon > Divas Half Marathon
- Discount Available

**Los Cabos Half Marathon 2017**
- Date: Sun - Feb 12, 2017 @ 7:00:00 AM
- Location: San Jose Del Cabo, CA 23400
- Categories: Running > 5k, Half Marathon

CALL OR EMAIL US TO PUT A MEDIA PLAN TOGETHER
858.485.9806 - ADVERTISE@RACEPLACE.COM
BRAND ADVERTISING

Make your event stand out by adding your design to our banners, medium rectangle and pop up ads on raceplace.com. Utilize your brand message with a custom design that sets you apart from other races. .gif files accepted for increased creative rotation.

Medium Rectangles
Size: 300x170 px

Homepage Pop Up Ad
800x500

Banner Leaderboard top of site
Size: 728x90 px
FACEBOOK PROMOTED POSTS
We target customers through promoted posts and brand stories on facebook to drive them to your event registration pages.

2016 RACEPLACE.COM ONLINE AD RATES

<table>
<thead>
<tr>
<th>Online Ads</th>
<th>Price Per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage Pop Up Ad</td>
<td>$400</td>
</tr>
<tr>
<td>Banner Leaderboard Top</td>
<td>$350</td>
</tr>
<tr>
<td>Medium Rectangle Ad</td>
<td>$250</td>
</tr>
<tr>
<td>Search Insert Ad</td>
<td>$250</td>
</tr>
<tr>
<td>Featured Event –Text Ad</td>
<td>$50</td>
</tr>
<tr>
<td>Social promoted Post</td>
<td>$350</td>
</tr>
</tbody>
</table>

- Ask for special packages for larger advertisers and brands.
- IO must be signed to secure inventory.

CALL OR EMAIL US TO PUT A MEDIA PLAN TOGETHER
858.485.9806 - ADVERTISE@RACEPLACE.COM
PRODUCTS DIRECT EMAIL MARKETING

2017 RACEPLACE DIRECT EMAIL MARKETING RATES

<table>
<thead>
<tr>
<th>Product</th>
<th>Price per Send</th>
<th>Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email Exclusive - Full List (60k Subscribers)</td>
<td>$400</td>
<td>Must include an exclusive discount</td>
</tr>
<tr>
<td>Email Exclusive - Partial List = 20-40k Subscribers</td>
<td>$300</td>
<td>Must include an exclusive discount</td>
</tr>
</tbody>
</table>

- Greater LA list = 23k, San Diego List = 26k,
- Ask for other locations and pricing
- IO must be signed to secure inventory.

ASSETS NEEDED
- High resolution logo
- Event Images – 3 minimum
- Discount or offer (must be exclusive to RACEPLACE)
- Content – 250 words of copy highlighting the event

QUESTIONS OR COMMENTS?
Email info@raceplace.com or call 858.485.9806

YOUR EVENT PROMOTION

Your Event Promoted with RACEPLACE Direct Email Marketing

Quiam int volore perio beatasi mintem aut eiunt, qui si conet ommodignient abore omnimagnamet veliquamet saped quidem endipsandent molorpo renihilitas cum sit, eum faccabore plique velecatem qui re veris am que et fuga.

Nem nonectem ium am vellit od quaspel liquia qui culabo reritint la volorep udeacto et eari inulpa eatibusci ilit, nistemo luptiscitam que as dit, quiam, qui berspensis reptis ditionsererem et vercide stibusae volenihi, sed qui odi te voluptus aut volo dolorum.

REGISTER TODAY!
GET YOUR EVENTS DISCOVERED TODAY

RUNNING
WALKING
CYCLING
MULTISPORT

RACEPLACE, Inc.
858.485.9806
info@raceplace.com
RACEPLACE.com