



asics LA MARATHON

2015 Official Race Program

The ASICS LA Marathon is the largest marathon on the West Coast, annually bringing together 25,000 participants from across the world to run the streets of LA!

Featuring the iconic Stadium to the Sea course, participants start at Dodger Stadium and pass through Hollywood, West Hollywood, and Beverly Hills en route to the picturesque Finish Line on Ocean Ave in Santa Monica.

SMDP Custom Publications is proud to again be partnering with the ASICS LA Marathon to present the Official Race Program for the 2015 race.

The 30th annual event will be held March 15 which includes the two-day Health & Fitness Expo, the LA Big 5K, and ASICS LA Marathon. These combined will have an expected attendance of 70,000+ at the expo, 25,000 participants, and hundreds of thousands of spectators lining the course.

This publication, a high quality, magazine style layout, will become a collector's item for this memorable event, and serve as a one-stop, useful piece for runners and spectators alike. Distribution of the Race Program includes 25,000 copies provided to each participant at the NutriBullet Health & Fitness Expo and 45,000 copies distributed through the regular circulation of the Santa Monica Daily Press, along the course, and at the finish line in Santa Monica.

The program provides valuable event information, interesting articles, and what to do and see when visiting Los Angeles. Marathon participants represent a powerful, upscale demographic with substantial spending power. The Race Program offers a powerful targeted marketing opportunity.

Reach over 70,000 people with your message, offer, and congratulations for this extraordinary event!

Circulation: 70,000 distributed as follows:

- Inserted in the March 11th edition of the Santa Monica Daily Press
- Delivered hand to hand at high traffic locations on the Westside, the week of the race
- At cheer zones along the race route
- At high traffic locations along the race route
- At the Finish Line in Santa Monica
- At the Health & Fitness Expo at the Los Angeles Convention Center
- At all partner hotels
- Throughout the most influential and affluent areas of Los Angeles... Chinatown, Little Tokyo, Downtown LA, Silverlake, Hollywood, West Hollywood, Beverly Hills, Century City, Westwood, Brentwood and Santa Monica.

Don't miss your opportunity to reach this impressive demographic

Call (310) 458-7737

Space is limited, reserve yours today!

Advertising Rates

2-Page Spread	\$4,690
Regular Full Page	\$2,440
Half Page	\$1,380
Quarter Page	\$810

Premium Spots

Back Cover	\$8,670
Page 2	\$7,140
Page 3	\$7,140
Inside Back Cover	\$6,630
Page 4	\$6,110
Page 5	\$5,090
Page 6	\$4,590
Page 9	\$4,080
Page 11	\$3,570

Full Page with Bleed

Bleed: 8.5"W x 11"H
 Trim: 8"W x 10.5"H
 Live Area: 7"W x 9.5"H

Full Page Non-Bleed

Non-Bleed: 7"W x 9.5"H

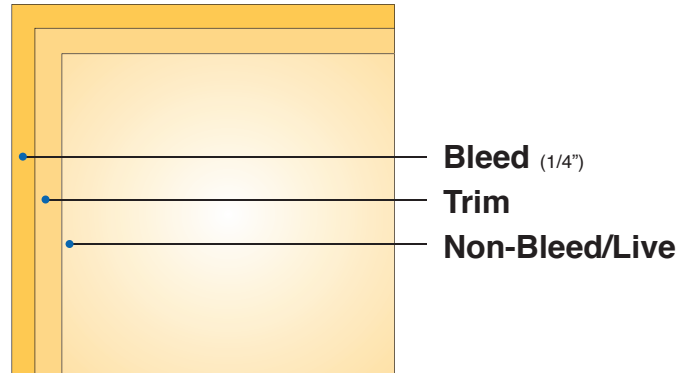
SALES DEADLINE – February 27, 2015
ARTWORK – March 6, 2015



2015 Official Race Program Art Specifications and Instructions

2-Page Spread

Bleed	Non-Bleed
Bleed: 16.5"W x 11"H	15"W x 9.5"H
Trim: 16"W x 10.5"H	
Live Area: 15"W x 9.5"H	



Full Page

Bleed
Bleed: 8.5"W x 11"H
Trim: 8"W x 10.5"H
Live Area: 7"W x 9.5"H
Non-Bleed
7"W x 9.5"H

Half Page
HORIZONTAL

Non-Bleed
7"W x 4.66"H

Half Page
VERTICAL

Non-Bleed
3.42"W x 9.5"H

Quarter Page

Non-Bleed
3.42"W x 4.66"H

General Rules

- We require Adobe PDF files created CMYK with high-resolution print optimized format; all images and fonts embedded.
- Color cannot be guaranteed unless a color proof with color bars is supplied
- Trim size: 8" x 10.5"
- Bleed allowance: 1/4"
- Keep all copy and live matter 1/4" from trim
- Placed images need to be CMYK color, 100% and at 300 dpi (minimum 266 dpi)
- Best black build: 30C/30M/30Y/100K
- Lines per inch: 133 color
- Maximum Density: 280%
- Printing Process: Heat set/web offset

Material Submissions

Materials can be provided one of three ways:

TO SHIP AD ON DISK, ALONG WITH COLOR PROOF TO:

Santa Monica Daily Press (ATTN: Production Dept.),
 1640 5th Street, Suite 218, Santa Monica, CA 90401

TO SUBMIT FILES ELECTRONICALLY:

EMAIL: production@smdp.com

FTP:

Host: 64.72.130.136/smdpftp
 Username: smdp
 Password: daily

Please compress, stuff or zip all materials. Name file appropriately and when upload is complete, send email to production@smdp.com with low resolution proof.