



The Vulcan Runner
Advertising Rates
Effective 5.1.2017

Quarter page ad (color or B&W):	\$25 per issue
Half page ad (color or B&W):	\$50 per issue
Full page ad (color or B&W):	\$100 per issue

NEW! Discounts for Frequent Advertisers

20% discount w/ 12 ad commitment (pd. up front) – same size ads required; copy may vary.

10% discount w/ 6 ad commitment (pd. up front) – same size ads required; copy may vary.

High resolution, camera ready artwork, graphics or photographs should be provided. Graphic design work may be available at an hourly rate if requested. Artwork size should comply with the following:

Full Page

Trim size: 8.5 x 11
Bleed: NA
Live Area: .25 from edges

Half Page

Trim size: 8.5 x 5.5
Bleed: NA
Live Area: .25 from edges

Quarter Page

Trim Size: 4.25 x 5.5
Bleed: NA
Live Area: .25 from edges

The Vulcan Runner is distributed monthly via email to approximately 4,000 BTC members and subscribers and via the BTC website.

For more information, please contact Julie Pearce, Editor, at 205.563.1752

or newsletter@birminghamtrackclub.com

Thank you for advertising with the BTC!