

DECEMBER 2013

splitimes

The Official Newsletter of the Utica Roadrunners

Welcome New Board Members!



Message From Our New Membership Chairman, p. 3
Grand Prix Winners and A Year in Review, p. 7-9

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



december
2013
Utica Roadrunners
Board of Directors



President

Sybil Johnson

Cover Photo:

2014 Board of Directors – Front - Jeremy West, Sybil Johnson, Dennis Johnson. Back – Cory Battles, Karl Jones, Sarah Elleman, Melanie Crisino, Mike Kessler, Sandy Arcuri, Jim Moragne, Tom Joslin, & Jerry Tylutki

Vice Presidents

Administration & Finance

Ted Lenio

Activities & Events

Mike Kessler

Secretary

Jim Fiore

Treasurer

Paula May

Board Members

Cory Battles

Doreen Camerona

Dennis Johnson

Karl Jones

Jerry Tylutki

Honorine Wallack

Jeremy West



Congratulations Justyna!

On Sunday, November 23, 2013, Justyna Wilkinson competed in the Junior Olympic Regional Qualifier at Bowdoin Park in Wappingers Falls, NY.

She finished seventh in her age group (5k for 15&16 year olds). Her finish made her eligible to compete against the best in the sport at the 2013 USATF National Junior Olympic Cross Country Championships to be held on Saturday, Dec. 14, in San Antonio, Texas.

Advertising

If you would like to advertise in SplitTimes, please contact: Sybil Johnson email: densyb@roadrunner.com or call (315) 733-6216.

All payment, copy, advertisements and race applications are due the first of the month prior to the month that your ad will be placed (NO EXCEPTIONS!). See last page of this newsletter for advertising rates.

Editor: Valerie Cognetto
cognettodesign@gmail.com



**"LIKE" US
ON facebook!**

<https://www.facebook.com/pages/Utica-Roadrunners/190521540992510?fref=ts>





Letter From The Editor

Each year the Utica Roadrunners offer a chance for members to compete against each other (AKA The "Grand Prix"). We also have an annual awards banquet in April to recognize other member accomplishments throughout the year. I have attended many of such banquets and they are really well organized and often include dancing, socializing and great food. Trouble is, by the time new members put all the pieces together and want to participate and earn points toward those awards, the year is half over!

Our job as a club is to encourage you to lead a healthy lifestyle through the sport of running (or walking). You may have seen our "UR Grand Prix Race" logo on many of the advertisements for local races. That indicates that it's a race chosen by our Board of Directors as part of our friendly competition (The races are also listed in Splitimes). The "Grand Prix" is both fun and motivational. You can earn points by: 1.) Attending those races, and 2.) Placing in the top ten (amongst other club members) of your age group. The person who earns the most points at the end of the year wins the "race." If you are interested in participating in the "Grand Prix", you must renew your membership by January 1, 2014.

Along with our grand prix awards are many other things that can be earned. Patches are given out for things like "first marathon" and "1,000 miles" run in one year. Earn enough points (miles & volunteering) and receive a coveted red Utica Roadrunner jackets you've probably seen some of our members wearing. Whether it's a small patch or a jacket to sew them on, there are many opportunities for you to shine.

The only way we can come up with a list of winners (aside from grand prix results) is with your input! We base most of our awards on the "honors system." What does that mean? It means that YOU keep track of everything that you do during the year. You can create a log on your computer, smart phone or with good old fashioned pen and paper. We're giving you the "heads up" now so that you can put it (logging your mileage and volunteering) on your list of new years resolutions.

Good luck and I'll see you on the roads in 2014! -Val



Annual Dues are Due!

Dear Roadrunners Members,

My name is Dave Paddock and along with my wife Sue, we have assumed the membership chairman position from Jim Moragne. I would like to take this opportunity to thank Jim for his hard work and dedication to the position over the past five years. We look forward to working with the membership throughout this transition.

If you would like to remain a Utica Roadrunners member in good standing, please remember to pay your dues by January 1st. If you are late, you will not receive any of the benefits that we offer members for 2014. So, do it now before the holidays creep in and you are too busy to think about it.

We love our members and don't want to lose you!!
Either use the form at the end of this newsletter or do it through the club's website:
<http://uticaroadrunners.org/membership/join/>.

Address questions to:

Membership Chairman Dave Paddock at sdpaddock@aol.com or call (315) 867-0281.

Thanks,
Dave and Sue Paddock



president's message

Happy Holidays, Everyone! I hope your Secret Santas have your running gift wishes ordered or bought. I have not decided what I need for walking – well I need shoes, but Saucony changed my newest favorite shoes. I have to find a new perfect fit. I am sure that Santa has a bagful of perfect winter running gear for everyone.

Welcome new Board members! On our cover this month is a picture of the crew at the Annual Meeting after the election results were announced. Mike Kessler and I are back and we are joined by Sandra Arcuri, Melanie Crisino, Sarah Elleman, Tom Joslin, and Jim Moragne. Board members who are starting their second year of their term include Cory Battles, Jeremy West, Karl Jones, Jerry Tylutki, and Dennis Johnson.

We will be divvying up the positions and jobs among the 12 Board members at our December 9th meeting. One volunteer position that has been filled is the Membership Chair. Jim Moragne has passed the torch on to Dave and Sue Paddock. The smooth transition has already happened thanks to Jim's organization and the Paddock's coordination and computer smarts.

Many Thanks to outgoing Board members Jim Fiore, Paula May, Ted Lenio, Doreen Cameron, and Honorine Wallack, We appreciate all of the hours you have donated to the Utica Roadrunners. When you see them, thank them.

On November 21st, Robert Palmieri, the Mayor of Utica, accepted a check for \$5000 from the Club. Dave Jones, one of the original SOS Committee members, and I did the presentation. This money is part of the Save Our Switchbacks Project deal that was worked out with the City in 1998. The SOS committee promised to give the City this amount every five years to help with the maintenance and ditching of the Switchback trails. The money comes from the profits of the annual SOS Race. Dave Short, Department of Public Works and Parks Commissioner makes sure that these paths are kept clear for runners, walkers, bikers, and cross country skiers. Because of the SOS Race and wise money management by Ted Petrillo and Dave Jones we can continue this cycle for many years.



As part of our Club's dedication to the City's running trails, Jim Fiore and Jim Moragne were able to get the City to resurrect much of the old trolley line paralleling Valley View Road from the Parkway to the City Maintenance Garage. Suggestions have been made to blacktop that path. This would cost more than we have available. I walked the path just before I saw the Mayor. There are a few areas on the north end where the weed barrier fabric is showing. Runners and walkers could trip. Dave Short was not available for our meeting with the City, so I sent him a note about our concerns. Hopefully, the surface issues will be resolved. I will keep you posted.

Mark your calendars these upcoming events: Miles for Meals – December 7th at 9 AM at the Rome Family Y. New Year's Day Hangover Run in Barneveld. Get a jump on all those holiday liquids and solids. Club Holiday Party – No date yet. We need a social chairperson. Any suggestions for a date, place and time?

At the end of December, don't forget to add up your mileage so you can get your statistics in for the annual awards. You might as well get it done now. By January, we can tell you who is going to coordinate this info, and you can send your stuff there.

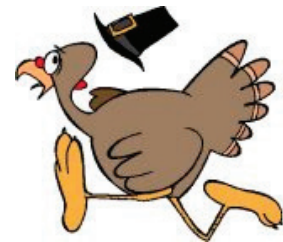
The Boilermaker Training Program will be starting with the New Year. I am sure that all of you are in perfect shape, but what about your friends and relatives? Send them our way. We will get them into shape so they can know whether to enter their Boilermaker applications in March. Look in the January Splitimes for details.

Anyone want to go to the 56th Annual Road Runners Club of America National Convention? It is in Spokane, Washington, May 1 – 4. Registration is \$375 per person, but that includes many meals, parties, meetings, and goodies. A bunch of us went out to Spokane for an earlier national convention about 10 or 12 years ago. We had a blast! Another one of those 'good old days' memories to file away. (Sue S. could not run the famous Bloomsday Run because of a badly twisted ankle, and those Northwest runners had some weird dances when they partied!)

Have a great time running in this winter weather. Watch your footing and everything around you. Bottom line....BE CAREFUL OUT THERE!!!



Sybil Johnson
President, Utica Roadrunners



THANK YOU MEMBERS!!

Run To End Hunger A Chilly One But Still Drew Members To Help The Cause

The 29th Annual Thanksgiving Day Run to End Hunger was another success. With temperatures in the low 20s, wind and slick roads we had 400 die hard runners and walkers. Although the participation was down from last year we still managed to raise \$4615.00 for the Hope House Building fund, and collect 1640 lbs. of food for the Utica Rescue Mission. We had many positive comments on changing the registration from the Chalet to the gymnasium and the City was quite accommodating.

December 2, 2013

Dear Thanksgiving Day Run/Walk Contributors:

Your contribution helped bring another successful year to this annual event. Thanksgiving morning, as you know, we were challenged with cold temperatures in the low 20s, wind, and snow covered roads. This did not deter, however, the 400 hearty runners and walkers from expressing their thankfulness for good health and commitment to contribute to a worthy cause. Over 1600 lbs. of food was collected for the Utica Rescue Mission and \$4615.00 was raised which will benefit The Hope House Building Fund.

Your generosity in providing a monetary donation or door prize certainly enhances the quality of this event.

On behalf of the Utica Roadrunners Club we are quite grateful for your partnership in supporting this fund-raiser to help the less fortunate.

Sincerely,
David Jones (Event Coordinator)
and Sybil Johnson (Club President)

2013 Grand Prix Winners!

Utica Roadrunners 2013 Grand Prix Age-Group Winners

Best Seven Races and (Total Points)
(Patches-1st; Certificates-2nd&3rd)

Female

F 0-14

1. Emma Cohen	22
T2. Rachel Cohen	12
T2. Sienna Huther	12

F 15-19

1. Justyna Wilkinson	48
2. Emilie Kane	12
T3. Bridget Humphrey	10
T3. Shelby McIntyre	10

F 20-24

1. Ashley Fess	84 (106)
2. Stephanie Gorczynski	22
3. Brittany Franco	12

F 25-29

1. Ellen Furnari	58
2. Stephanie Robinson	36
3. Meghan Furer	24

F 30-34

1. Anne Marie Latshaw	80 (90)
2. Janine Manieri	52
3. Sarah Elleman	36

F 35-39

1. Jessica Manieri	70
2. Rebecca Aceto	40
3. Jolene Nonemaker	30

F 40-44

1. Mary Wilson	84 (94)
2. Melanie Crisino	66 (80)
3. Sandy Arcuri	34

F 45-49

1. MaryAnn Wilkinson	78
2. Lesia Roback	67
3. Ingrid Otto-Jones	60

F 50-54

1. Tina Lindsey	84 (114)
2. Liz Miller	76
3. Sue Tucker	64

F 55-59

1. Pamela Fess	58
2. Mary Leahy	30
3. Patrice Bogan	12

F 60-64

1. Susan Luley	84 (94)
2. Cornelia Brown	68 (76)
3. Virginia Truax	32

F 65-69

1. Maggie Peterson	12
--------------------	----

Male

M 0-14

1. Noah Cohen	24
2. Daniel Humphrey	20
T3. Travis Huther	12
T3. Ryan Sparacino	12

M 15-19

1. Stephen Paddock	48
2. Will Paddock	22
3. Andrew Salie	16

M 20-24

1. Andrew Fund	24
----------------	----

M 25-29

1. Jeremy West	12
----------------	----

M 30-34

1. Cory Battles	82
2. Josh Kuelling	59
3. Thomas Joslin	36

M 35-39

1. Benjamin Kozik	74
2. Scott Nonemaker	60
3. Joseph Mashaw	43

M 40-44

1. John Draper	80
2. James Latshaw	53
3. Richard Cohen	46

M 45-49

1. Suba, Scott	78 (98)
2. Paul Humphrey	72
3. Rich Crandall	68 (105)

M 50-54

1. Bill Kosina	80
2. Gary Roback	49
3. Mike Massoud	36

M 55-59

1. Bruce Palmer	84 (94)
2. Gary LaShure	70 (88)
3. Ed Gunn	40

M 60-64

1. Tom Bick	80 (88)
2. Bill Luley	60
3. Mark DesJardins	55 (59)

M 65-69

1. Richard Hahn	80 (90)
2. Bob VanDenbergh	48
3. Joe Kappler	36

M 70+

1. Joseph Madeira, Jr.	36
2. Kermit Cadrette	24
3. Rich D'Accurzio	22

2013 Grand Prix-Miler (Hats)

(Completed All Twelve Series Races)

Rich Crandall

Ted Lenio

2013 Grand Prix "Superlative Seven" (Medals)

(Perfect 12 first-place points in seven races)

Susan Luley (F60-64)

Tina Lindsey (F50-54)

Mary Wilson (F40-44)

Ashley Fess (F20-24)

Bruce Palmer (M55-59)

2013 Grand Prix Total Points

(Free Registration to 2014 UR Club Races)

1st Tina Lindsey (114)

2nd Ashley Fess (106)

3rd Rich Crandall (105)

4th Scott Suba (98)

T5th Sue Luley (94)

T5th Bruce Palmer (94)

T5th Mary Wilson (94)

2013 Grand Prix Family Team Award (Medals)

(Most Family Members & Participations)

The Wilkinsons; Alex, Justyna, Larry & MaryAnn (13)

The Paddocks; David, Stephen, Sue & Will (13)

TGL 10/28/13



2013 Grand Prix Grand Summary

Building on last year's increased participation, numbers of events, and added awards, 2013 was an even better year for the Grand Prix. Just about everyone seemed to appreciate the revised points designations and end-of-year age determinations. And, with four new events added to the series, it was a win-win situation for both those events and the Grand Prix. When comparing the original eight events (given that two of last year's events were dropped from the series), there were a robust **381** participants in 2013 compared to 317 last year (and 291 in 2011), with **487** total participations for all twelve events this year. Similarly, there were **98 males** (12 more than last year) and **67 females** (identical to 2012), for **165 Club members** who participated in at least one Grand Prix race. All but one of the five-year age groups were occupied this year (only F70+ was vacant) with encouraging growth among our youngest runners. **M50-54 and M60-64 were our largest groups** (with sixteen men in each of these divisions), with **F45-49** representing 12 women, and **F40-44 and F50-54** both including 11 women. Consequently, and true to last year's trend, **Masters and Grandmasters runners represented a significant majority of Grand Prix participation**. Specifically, combined male and female totals among older age groups were: 40-44 = 20; 45-49 = 23; 50-54 = 27; 55-59 = 13; and 60-64 = 21, or 104 (**63%**) of the total 165 members participating.

In the five-year age group competition, it was gratifying to see a few runners climb from second place last year to the top of their respective podiums this year. Going from silver to gold (and receiving deserved "Grand Prix Winner" patches) are: **Mary Wilson (F40-44)**, **Susan Luley (F60-64)**, **Cory Battles (M30-34)**, **John Draper (M40-44)**, and **Bill Kosina (M50-54)**. (For a complete rundown of all the 2013 Grand Prix age-group podium winners, check out the listings in *SplitTimes*.) Also heartening to see was the perseverance of several runners who, though they weren't necessarily always the fastest in their groups, persisted and showed up at a preponderance of races, which is often the better part of the battle. Among them, **Joe Madeira, Jr. (1st, M70+)**; **Rich Hahn (1st, M65-69)**; **Benjamin Kozik (1st, M35-39)**; **Melanie Crisino (2nd, F40-44)**; **Lesia Roback (2nd, F45-49)**; **Liz Miller (2nd)** and **Sue Tucker (3rd in F50-54)**; **Cornelia Brown (2nd, F60-64)**; **Josh Kuelling (2nd, M30-34)**; **James Latshaw (2nd, M40-44)**; **Gary LaShure (2nd, M55-59)**; and **Bill Luley (2nd)** and **Mark DesJardins (3rd, M60-64)**, Mark valiantly withstanding a spirited challenge at the Deerfield Skeleton 5K to stay on the podium!

In listening to feedback from members suggesting merchandise and prizes to complement the medals, patches (for age-group first place) and certificates (for second and third place) already offered, some new incentives were instituted. For those accumulating the **most Grand Prix points** (mostly due to running many races), we've decided to offer free registration for all three 2014 Club-sponsored races (SOS, Summer Sizzle, and Falling Leaves) to the following competitors: **1st – Tina Lindsey (114 points)**; **2nd – Ashley Fess (106)**; **3rd – Rich Crandall (105)**; **4th**

– **Scott Suba (98); 5th – Sue Luley (94), Bruce Palmer (94), and Mary Wilson (94).** And, two members ran all twelve events to receive “**Grand Prix-mier**” distinction and appropriately embroidered Club caps: **Rich Crandall** and **Ted Lenio**.

The change to best of seven (instead of five) races seemed to make it more challenging this year for those seeking medals for first place in seven events, with only five members earning this distinction in 2013 compared to fourteen last year. Those receiving ‘**Superlative Seven**’ medals (a perfect 84 points for first place in seven events) are: **Susan Luley (F60-64), Tina Lindsey (F50-54), Mary Wilson (F40-44), Ashley Fess (F20-24) and Bruce Palmer (M55-59).**

In this year’s friendly Family Team Award competition, more families participated. Using the criteria of most family members and combined participations, two families emerged tied with thirteen points each. Congratulations to **The Wilkinsons** (Alex, Justyna, Larry and MaryAnn) and **The Paddocks** (David, Stephen, Sue and Will) who will be receiving individual medals at the annual awards banquet. Commendations also to **The Cohens, The Humphreys, The Sparacinos** and **The Huthers** for their spirited challenges.

As you’ll recall, we began computing age-graded performances in the Grand Prix this year for purposes of more accurately comparing the most competitive runners’ results, regardless of gender or age. These percentages essentially indicate how close a runner’s time is to the standing world record for that distance. In 2013, when using the best results in *at least five* Grand Prix events, the following Utica Roadrunners were tops: among the gents, **Paul Humphrey (72.766%), John Draper (71.242%), Bill Kosina (71.212%), Bruce Palmer (70.628%), and Cory Battles (70.33%);** and among the ladies, who were even higher than the guys, **Susan Luley (74.804%) and Tina Lindsey (73.174%).** Hats off to these mature runners (especially the ladies!) for inspiring and showing us all what disciplined training and relentless grit can yield. Though there is no extrinsic designated award, in my book you’re all “runners or most improved of the year.” (If you’d like a copy of the data used to tabulate the results, don’t hesitate to contact me at TeLeTalk50@aol.com) All awards will be distributed at the Club’s annual banquet in late winter / early spring 2014.

Finally, I’d like to thank all of you who read and appreciated the newsletter / website / Facebook articles, photos, and timely updated standings throughout the past couple of years. Your encouragement and gratitude definitely augmented my enjoyment tracking your progress! May you continue to **stay strong, train safe, and race swift!**

~ **Ted Lenio, Grand Prix Coordinator, 10/28/13**

Social Group Runs/Useful Links



Useful Links:

Utica Roadrunners FB Page: <https://www.facebook.com/pages/Utica-Roadrunners/190521540992510?fref=ts>

People Who Run For Fun FB Page: <https://www.facebook.com/groups/89667583324/?fref=ts>

Utica Roadrunners Wednesday Night Development Runs: <https://www.facebook.com/groups/102503856458013/?fref=ts>

Club Handbook: <https://www.uticaroadrunners.org/documents/UticaRoadrunners2013ClubHandbook.pdf>

Thursday Night Social Runs

The Thursday night social runs continue, starting from The Fitness Mill at 5:45 PM. 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.

Down in the Valley

Mondays at 5:30 p.m. at the GPO Credit Union in Ilion

Wednesdays at 5:15 p.m. at 622 North Main St. in Herkimer

Saturdays at 8:00 a.m. at the Little Falls YMCA.

For more information, email Jim Moragne at jmoragn1@twcnny.rr.com.

Parkway Rec Center

Saturdays at 7:30 a.m. A mixed group with all speeds and abilities welcome. Meets inside the rec center

SUNY IT

The Speterz Running Group meets in "Lot A" on Wednesdays at 6:00 p.m. and Sundays at 8:00 a.m. Send questions to Peter Angelini at handmsdad@aol.com or Dan Aubert at danaubert79@yahoo.com. Dan can be called at 939-4572.

UTICA ROADRUNNERS 2014 MEMBERSHIP FORM
(PAGE 1 OF 2, please submit both pages)



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. Members get a discounted entry fee into club races and free entry in the Development Runs.

2014 Membership Renewal or New Member
(circle one)

Last Name (please print): _____

First Name: _____

Mailing Address: _____

E-mail address: _____

Primary Phone: _____ Second Phone: _____

DOB: _____

Development Run Number (if known): _____

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

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

Last Name (please print): _____

First Name: _____

E-mail address: _____

DOB: _____

Development Run Number (if known): _____

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

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

Last Name (please print): _____

First Name: _____

E-mail address: _____

DOB: _____

Development Run Number (if known): _____

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

(Use second form for additional family members.)

Annual dues are \$10 for a student under 20, \$20 for an individual, \$25 for a couple and \$30 for a family of 3 or 4. **For new families only**, there's an additional fee of \$2 for each family member after 4 members. Mail the completed form and check to: Utica Roadrunners, P. O. Box 4141, Utica, NY 13504

Please turn to back side of form to complete it.

Please complete page 2 on the following page - both pages must be submitted in order for your application to be valid-Thank You

UTICA ROADRUNNERS 2014 MEMBERSHIP FORM

VOLUNTEERING FORM (PAGE 2 OF 2)

1 st Member	2 nd Member	3 rd Member	Committee	Duties
			Membership	Maintenance of records and membership list, membership cards, information to new members
			Club Races	Helps plan URR races such as SOS, Summer Sizzle, Falling Leaves
			Racing Team	Helps with recruitment of Team members, organize Racing Schedule and Team registration coordinates transportation
			Training	Boilermaker Training Program and other Youth Training Programs, Development Runs
			Volunteer	Solicits club members to volunteer for various club races and activities
			Social Activities	Annual Awards Banquet, Fun Runs and parties, other special events promoting fellowship
			Awards	Determine qualifications, criteria and appropriate awards for the URR Grand Prix and other club awards
			Public Relations	Newsletter, Website, Email, Media releases, Use of URR lo, other means of promoting the Club
			Finance	Submission of a proposed annual budget to the Board, establish reimbursement policy
			Merchandise	Design, purchase, marketing and sale of Club merchandise

Club Membership Application Waiver (applies to all persons on 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.

1st Member's Signature: _____
(parent or guardian if under 18)

Date _____

2nd Member's Signature: _____
(parent or guardian if under 18)

Date _____

3rd Member's Signature: _____
(parent or guardian if under 18)

Date _____

Questions? Please email Dave Paddock at sdpaddock@aol.com or call him
at (315) 867-0281 .



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 (EFFECTIVE 1/1/2008)

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.

If you would like to advertise in SplitTimes, please contact:

Sybil Johnson email: densyb@roadrunner.com or call (315) 733-6216.