

# Niagara Track & Field Hall of Fame

Dr. Marc R. Grosso  
1349 Ayrault Road, #25  
Fairport, NY 14450-8909  
Telephone: (585) 425-4925  
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## 2012 Niagara Track & Field Hall of Fame Awards Banquet

### Rate Card

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#### Honoring members of our twelfth and thirteenth classes

- **J. Kimberly Batten** (Florida State University 1991; East HS, Rochester, NY 1987)
  - **Lewis “Deerfoot” Bennett** (Buffalo, NY – professional runner 1856-1870)
  - **Stephanie A. Best** (Cornell University 1991)
  - **Chester A. Bowman** (Syracuse University 1925)
  - **Steven J. Dering** (Syracuse University 1991, Christian Brothers Academy HS, Albany, NY 1987)
  - **Suzanne M. Girard Eberle** (Georgetown University 1985; Maine Endwell HS, Binghamton, NY 1980)
  - **Adam B. Gunn** (Buffalo, NY – early 1900’s)
  - **Jamie K. McNeair Reese** (Buffalo, NY; Purdue University 1990)
  - **Harry Franklin Porter** (Cornell University 1905)
  - **Sonja Fitts Walters** (St. John’s University 1992; Gates-Chili HS 1988)
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**Date of the Awards Luncheon:** Saturday, March 31, 2012

**Site of the Awards Luncheon:** **Diplomat Banquet Center**  
1 Diplomat Way (1956 Lyell Avenue)  
Gates, NY 14606

Your advertisement will help to defray the costs of the awards luncheon including the cost of printing the awards dinner program, and will help to support the programs of the Niagara Track & Field Hall of Fame.

Submit all advertisements to the e-mail address above. Send any hard copy versions to the mailing address above. **Make checks payable to Niagara Track & Field Hall of Fame.** Mail all payments to

**Niagara Track & Field Hall of Fame**  
c/o Dr. Marc R. Grosso  
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**Deadline: March 7, 2012**

**All advertisement materials and payments must be received by the deadline.**

**Note:** QR Codes are welcome and encouraged in advertisements.

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## Mechanical Requirements and Advertising Rates

	Advertising Rates				Mechanical Requirements			
	Standard		Full Bleed		Standard		Full Bleed	
Advertising sizes	B&W	Four Color	B&W	Four Color	Width	Height	Width	Height
Center Spread (2 pages)	NA	NA	\$ 300	\$360	16"	10.0"	17"	11 1/8"
Back Cover	NA	NA	\$ 200	\$240	7 1/2"	10.0"	8 1/2"	11 1/8"
Inside Front Cover	\$ 150	\$ 180	\$ 180	\$216	7 1/2"	10.0"	8 1/2"	11 1/8"
Inside Back Cover	\$ 150	\$ 180	\$ 180	\$216	7 1/2"	10.0"	8 1/2"	11 1/8"
Full page	\$ 100	\$ 120	\$ 120	\$144	7 1/2"	10.0"	8 1/2"	11 1/8"
1/2 page - long	\$ 60	\$ 72	NA	NA	3 5/8"	10.0"	NA	NA
1/2 page - wide	\$ 60	\$ 72	NA	NA	4 7/8"	7.5"	NA	NA
1/4 page	\$ 35	\$ 42	NA	NA	3 5/8"	4 7/8"	NA	NA
Business Card	\$ 35	\$ 42	NA	NA	3 1/2"	2.0"	NA	NA

### Digital Ad Submission:

- We prefer to receive ad material via e-mail. Advertisers are welcome to submit hard copy versions of their advertisement via regular mail.
- When you submit your file electronically, please copy in a PDF file as well – we want to ensure that our copy looks like your copy!

### Formats:

- We accept the following formats: Microsoft Word, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, JPEG, TIFF, EPS, GIF, PNG, and PDF.
- Digital photography and scanned images must be at least 300 dpi (at scale).

### Dimensions:

- All ads must be configured to fit the paper size as indicated under mechanical requirements in the table above. Be sure to create documents in the proper trim size of your ad – either standard or full bleed.

### General Conditions:

- "Publisher" in this rate card means, Niagara Track & Field Hall of Fame.
- Every advertisement is accepted and published on the representation of the advertiser that they are authorized to publish the entire content and subject matter of the advertisement; that the advertisement does not violate or infringe any personal or property rights of others, whether common law or statutory; that the advertisement contains nothing libelous or contrary to law; and that they are authorized to make these representations. In consideration of publication of the advertisement, the agency and advertiser will indemnify, defend, and save the Publisher harmless from and against any loss or expense (including attorney's fees) arising out of that publication, including without limitation any loss or expense resulting from a claim or suit for libel, invasion of privacy or copyright infringement, or any other claim based on the content or subject matter of the advertisement.
- All orders are accepted subject to Publisher's approval. The Publisher will not be bound by any condition on a contract, order, or copy instructions (whether printed or not) other than those set forth in this rate card unless specifically agreed upon in writing by the Publisher.

- All contents of advertisements are subject to Publisher's approval. The Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without cause.
- Any advertising simulating Niagara Track & Field Hall of Fame editorial matter in appearance or style that is not immediately identifiable as advertising is not acceptable. The Publisher reserves the right to insert the word "Advertisement," or any other term or phrase stating that acceptance of the advertisement does not constitute endorsement or approval by the Publisher of the products or services advertised above or below any copy.
- Positioning of advertisements is at sole discretion of the Publisher except if a request for a specific position is acknowledged in writing by the Publisher.
- Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any copies of any issue of Niagara Track & Field Hall of Fame Awards Banquet program because of strike, work stoppage, accident, fire, act of God, or any other circumstance not within the Publisher's control.
- Unintentional or inadvertent failure by the Publisher to publish advertising matter invalidates the insertion order for such matter but does not constitute a breach of contract or otherwise subject the Publisher to any liability whatsoever.
- The Publisher's liability for any other error will not exceed the cost of the space occupied by the error.
- Advertisers may not change or cancel any order for an advertisement after the closing date for the program in which the advertisement is to be published. There shall be no privilege of approval or revision of advertising copy received by the applicable deadline.
- Publisher shall have the right to hold the advertiser and its agency jointly and severally liable for such monies that are due and payable to the Publisher for advertising ordered by either the advertiser or its agency and published.
- Rates published in this rate card are effective with the March 2012 issue of Niagara Track & Field Hall of Fame Awards Banquet Program. Any change in these rates will be announced at least 30 days before the issue date to which it applies. Conditions other than rates are subject to change by the Publisher without notice.