USA TRIATHLON [2013 media guide]

UNITED STATES OLYMPIC COMMITTEE

[usa triathlon]

history

- Triathlon is a three-part sports discipline comprised of swimming, cycling and running. The three sports are contested as a continuous event without a rest.
- The first triathlon event was held on Sept. 25, 1974.
- In 1994, the sport was awarded Olympic status and was featured for the first time at the 2000 Summer Olympic Games in Sydney, Australia. Since then, the sport has grown dramatically.
- In 1989, the International Triathlon Union (ITU) was founded in Avignon, France and the first official world championships were held.

USA Triathlon

- USA Triathlon (USAT) is the National Governing Body for the sports of triathlon, duathlon, aquathlon, aquabike, winter triathlon, and paratriathlon in the United States and operates under the umbrellas of the International Triathlon Union and the U.S. Olympic Committee.
- We provide regulation, encouragement and support for race directors, coaches, officials and athletes.
- USA Triathlon owns and produces the Collegiate National Championship, Duathlon National Championship, Junior National Championship, and the Age Group & Sprint National Championships.
- USA Triathlon determines the World Champion, Pan-Am, Paratriathlon and Olympic Teams.

triathlon distances

YOUTH
(ages 7-10)
Swim: 100 yards
Bike: 5k
Run: 1k
(ages 11-14)
Swim: 200 yards
Bike: 10k
Run: 2k

SPRINT *
Swim: 750 meters
Bike: 20k
Run: 5k

OLYMPIC/ INTERMEDIATE
Swim: 1,500 meters
Bike: 40k
Run: 10k

LONG COURSE*
Swim: 1.2 miles
Bike: 56 miles
Run: 13.1 miles

ULTRA DISTANCE*
Swim: 2.4 miles
Bike: 112 miles
Run: 26.2 miles

Distances can vary*

[usa triathlon magazine]

USA Triathlon Magazine's mission is to keep members abreast of all the information pertinent to the multisport lifestyle including training and racing articles, members essays, youth content, product reviews, nutritional tips and more. With distribution exceeding 115,000 households quarterly, USA Triathlon boasts the largest per-issue circulation of any multisport publication in the U.S. In addition more than 12,000 environmentally conscious members have opted to receive only the digital edition of the magazine, which is distributed to our entire member email list. An iPad/iPhone version of the magazine is available in the iTunes App Store.

2013 schedule

ISSUE	CLOSING	MATERIALS DUE	AVAILABLE
Winter 2012	10/29/2012	11/15/2012	12/27/2012
Spring 2013	1/23/2013	2/20/2013	4/1/2013
Summer 2013	5/13/2013	5/24/2013	7/9/2013
Fall 2013	8/12/2013	8/23/2013	10/10/2013

specs

MATERIAL SPECIFICATIONS
SWOP standards apply. Digital data is the preferred material. We will accept the following files: PDF, EPS or TIFF. Files can be read from CD. All files must be set at no lower than 300 dpi.

SPREAD
live area: 16.25" x 10.375"
trim size: 16.75" x 10.875"
bleed: 17" x 11.125"

FULL PAGE
live area: 7.875" x 10.375"
trim size: 8.375"x 10.875"
bleed: 8.5" x 11.125"

1/2 PAGE HORIZONTAL
7.75" x 4.891"

1/2 PAGE VERTICAL
3.687" x 10.264"

1/3 PAGE HORIZONTAL
7.75" x 3.146"

1/3 PAGE VERTICAL
2.466" x 10.264"

1/4 PAGE HORIZONTAL
7.75" x 2.289"

1/4 PAGE VERTICAL
3.687" x 4.987"

rate card

Magazine:

4-Color	1x	2x	3x	4x
Spread	$15,800	$14,200	$13,500	$12,000
Page	$8,000	$7,200	$6,900	$6,500
1/2 Page	$4,800	$4,300	$4,100	$3,800
1/3 Page	$4,400	$4,000	$3,800	$3,580
1/4 Page	$3,200	$2,900	$2,800	$2,600

[mz e-newsletter]

multisport zone e-newsletter

Multisport Zone is a weekly newsletter that is sent electronically to 115,000 USAT members with informational articles on topics of interest including training tips, nutritional tips, member essays and more. The average open rate is 30%.

AD TYPE	SIZE [PIXELS]	MEDIA FORMAT
Tile Ad	160 pixels wide x 160 pixels tall	jpg
Skyscraper Ad	160 pixels wide x 440 pixels tall	jpg
Banner Ad	575 pixels wide x 100 pixels tall	jpg
Advertorials	60 word limit with 100 pixels wide x 100 pixels tall image	text / jpg

PRICING

Tile Ad	$750
Skyscraper Ad	$1,500
Banner Ad	$1,000
Advertorial	$1,000

Please see examples to the right.

TILE AD

SKYSCRAPER AD

EDITORIAL

TILE AD

BANNER AD

[e-newsletters]

performance coaching e-newsletter

The Performance Coaching E-Newsletter reaches 2,100 certified coaches bimonthly. All articles give coaches information on cutting edge coaching techniques.

AD TYPE	SIZE	MEDIA FORMAT	PRICING
Full Page	8.5" wide x 11" tall jpg (bleed: .125" on all sides)	jpg	$1,200
Half Page	7.5" wide x 5" tall (bleed: none)	jpg	$600

club e-newsletter

The Club E-Newsletter is released to 900+ Club Presidents on a quarterly basis. All advertisers must provide a discount to clubs in order to advertise.

AD TYPE	SIZE	MEDIA FORMAT	PRICING
Banner Ad	600 px wide by 100-150 px tall	jpg	$1,0004

race director e-newsletter

The Race Director E-Newsletter is sent to 1,200 USAT race directors. All advertisers must provide a discount to race directors in order to advertise.

AD TYPE	SIZE [PIXELS]	MEDIA FORMAT	PRICING
Banner Ad	650 pixels wide x 150 pixels tall	jpg	$1,000

[resource guide]

race director resource guide

USA Triathlon develops an annual guide intended to be a one-stop shop for any race director planning a multisport event and will provide an extensive list of vendors, sponsors, and partners who can help take multisport events to the next level. Race Directors will have easy access to the digital guide via the USA Triathlon website and Race Director Dashboard. Over 1,500 Race Directors visit these sites when sanctioning multisport events with USA Triathlon.

AD TYPE	SIZE/ SPECS:	MEDIA FORMAT	PRICING
Standard Listing	Company Name, Contact Name, Website, Email, Phone Number, Address, and Twitter/Facebook	text	Free
Standard Plus	60-word limit for the company's description	text	$500
Tile Ad	1.875"w x 1.75"h	jpg	$1,000
Banner Ad	7.75"w x 1.25"h	jpg	$1,500
Full Ad	One-third Page Horizontal: 7.75"w x 3.146"h	jpg	$2,500

[national championship event programs]

USA Triathlon event programs contain event specific information, venue and course maps, and the inside scoop all USAT fans are searching for. This program is primarily utilized by the participants of the competition. USA Triathlon offers both digital and print publications at select events.

Advertising in these event programs is available. Prices vary per event.

print publication

AD TYPE	SIZE	MEDIA FORMAT
Full Page	Trim Size: 5.5" wide x 8.5" tall Bleed: 5.75" wide x 8.75" tall (.125" on all sides)	pdf
Half Page	Trim Size: 5.5" wide x 4.25" tall Bleed: 5.75" wide x 4.5" tall (.125" on all sides)	pdf

digital publication

AD TYPE	SIZE	MEDIA FORMAT
Full Page	5.5" wide x 8.5" tall	pdf and link to site
Half Page	5.5" wide x 4.25" tall	pdf and link to site

The digital event program will be available online only and purchased ads can include live links to sales specials or company websites. Video is also available.

[annual membership]

We have seen an all-time rise in the sport with an estimated 2.3 million unique individuals completed a triathlon in 2010, representing 55 percent growth in one year, according to a recent report from the Sporting Goods Manufacturers Association (SGMA). In addition, USA Triathlon annual membership totals reached an all-time high in excess of 140,000 last year, with another 326,000-plus one-day license holders, continuing to demonstrate the sustained growth of multisport participation in the United States. USA Triathlon has 2,000 certified race director's and over 3,500 sanctioned multisport events annually.

- Annual members-150,000+
- 300,000+ single-day members
- 63% men /37% women
- 3,500 sanctioned events yearly
- Average annual family income is $126,000+
- Membership spends $3 billion annually on products and services
- 56% have a four-year college degree
- Largest age groups are 35-39 and 40-44
- 67% are business and community leaders between 30-50 years old

Lee Krohn

Lee Krohn

[the properties]

- Amateur Members (150,000+)
  including (25,000) youth members
- Elites/Pros (350)
  National Team (8)
  Project 2012 (12)
  Project 2016 (11)
  U23 Development Squad (12)
  U19 Development Squad (12)
- National Championships (8 races)
- Sanctioned Events (3,100)
- Race Directors (1,500)
- Clubs (905)
- Regions (10)
- Rankings (50,000)
- All-Americans (5,000)
- Athletes of the Year (20)
- Merchandising
  -Online
  -Events
- Race Directors Symposium (125)
- Youth Development Camps/Clinics (5-8)
- Coaching Program (2,100)
- Art & Science Coaching Symposium (300)
- Media
  Website
  Member Magazine
  - Hard Copy, Electronic, and
  - IPod/IPhone Application
  Electronic Newsletters
  Television and Radio
- Coaching Certification Clinics (17)
- Team USA (850)
- Officials (300)
- Athlete Development
- Sponsorship Development
  Value in Kind (VIK)
  Cash
- Hall of Fame
- Private Fundraising
- USAT Foundation
- Affiliate Events:
  - XTERRA Off-Road Race Series
  - Danskins & Iron Girl Women's Race Series
  - Paratriathlon Race Series
  - Ironman and Ironman 70.3

Larry Rosa

[more information]

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