



2014
LONG ISLAND MARATHON
WEEKEND

ADVERTISING

Participant
NASSAU COUNTY
RXR / TIA
LONG ISLAND
MARATHON
2014

RACE WEEKEND GUIDE
May 3 - 5

2013
LONG ISLAND MARATHON
WEEKEND
powered by **Newsday**

Participant
MAY 4

Participant
MAY 5
www.thelimarathon.com

ED MANGANO
COUNTY EXECUTIVE

Long Island Marathon Weekend
Eisenhower Park | East Meadow, NY 11554 | 516.986.5537
www.thelimarathon.com



Participant Demographics

Event Participation:

Total:	9300
Marathon:	13%
Half Marathon:	58%
10K Race:	20%
1 Mile & 5K:	9%
Median Age:	39

By Gender:

Males:	50%
Females:	50%
Median Age (male):	42
Median Age (female):	36

Participant Origins:

New York State:	94%
New Jersey:	2%
Connecticut:	1%
Other:	3%
Nassau County:	47%
Suffolk County:	31%
New York City:	15%
Other:	7%



Each year, Long Island Marathon Weekend Explodes into action at the start of the Marathon, Half Marathon & 10K Race



Thousands start the annual Long Island Marathon, Half Marathon and 10K Race together on Charles Lindbergh Blvd





Finishers cross the finish line inside Eisenhower Park in East Meadow, NY



Participants and Spectators alike stay after the races for the annual finish line festival featuring live music, vendors and refreshments



Spectators view the end of the race larger than life on our giant LED video display high above the Finish Line



Advertising Opportunities

PARTICIPANT GUIDE

The Long Island Marathon Weekend provides each participant a copy of the annual Participant Guide.

The annual Participant Guide is a must-read for all participants, containing final race instructions, course maps and helpful articles.

Get your message in front of thousands of qualified individuals who are guaranteed to see your full or half-page advertisement.

COURSE MAP & SPECTATOR GUIDE

The Long Island Marathon Weekend will hand out thousands of Commemorative Spectator Guides... This over-sized print will feature a large course map on one side and information about where to watch the race and the areas surrounding the course on the other. We look forward to featuring your business on this one-of-a-kind commemorative piece.

WEBSITE & EMAIL BLASTS

As a Long Island Marathon Weekend advertiser, your advertisement, or business logo and link to your company's website will be featured on the event website located at www.thelmarathon.com.

In addition, periodic email-blasts are sent to more than 19,000 opt-in recipients. Advertising in our email-blasts is a sure way to reach the masses at a very low cost.

FINISH LINE VIDEO BILLBOARD

Standing more than 30 feet in the air, spectators can't miss the giant LED video billboard that stands adjacent to the finish line. Display video advertisements, lower-third ads or still images for thousands to view.

PARTICIPANT GIFT BAGS

All Long Island Marathon Weekend participants are given a participant gift bag upon checking in for their respective events. By placing an item in our Participant Gift Bags, you are placing your promotional message directly into the hands of more than 9000 individuals!

Ad Specs.

PARTICIPANT GUIDE

DEADLINE:

All ad content must be received by April 4, 2014

FULL PAGE	HALF PAGE:	THIRD PAGE:
\$500.00	\$325.00	\$225.00
8.5" x 5.5"	4.25" x 5"	2.5" x 5"
1/4" Bleed	1/4" Safety	
1/4" Safety		

COURSE MAP & SPECTATOR GUIDE - \$225.00 (limited availability)

DEADLINE:

Spectator guide ads must be received by April 1.

AD SIZE:

2" x 3"

WEBSITE & EMAIL BLASTS - \$Variable

BODY COPY:

Copy should be submitted in MS-WORD format.

Graphic size variable as required by the web or email software

ACCEPTABLE GRAPHIC FORMATS

PDF, EPS, AI, Hi-Res JPG

PARTICIPANT GIFT BAGS - \$.05/bag (7,000 bag guaranteed)

All promotional pieces must fit within the size of 11" x 17" if it is flat and 11" x 17" x 3" if it is a 3-dimensional promotional item.

DEADLINE:

Gift bag items must be delivered no later than April 5, 2014 in order to be included in the gift bag. Items received after this date will not be included, nor will they be given out. Returns will be at sender's expense.

Gift Bag items should be delivered to:

Long Island Marathon Weekend
Warehouse "A"
Eisenhower Park
East Meadow, NY 11554

VIDEO DISPLAY ADVERTISING

Full Screen Still Images: JPG, TIFF or PNG 1920px W x 1080px H

Lower Third Images: JPG, TIFF or PNG 1920px W x 1080px H

Video: :20 seconds max. / contact us for format details

Do you need printing?

Contact our Adcom Digital
printing partner: 21 Lamar Street
West Babylon NY 11704
631 920 5761
info@adcommdigital.com



Participants send their bags to the finish line with the help of UPS



Families have fun at the finish line festival kids zone





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More Information

CONTACT:

Long Island Marthon Weekend
Eisenhower Park
East Meadow, NY 11554
516.986.5537 (ext. 111)
hallie@run-li.com

