

RUNNERS WANT NEW AND COOL PRODUCTS!

Runners rely on Running Guru for event information, training resources, race pictures, results, and cool new products. Leverage Running Guru to get your brand in front of them!

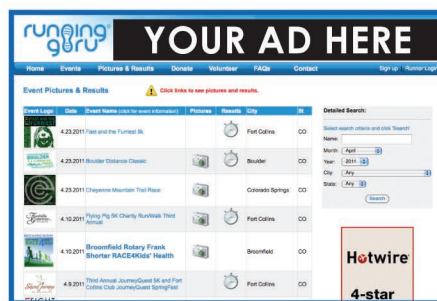
No matter the size of your budget, we have solutions to maximize your advertising dollars. And detailed reports let you track the success of your ads so you know exactly what's working.

ADVERTISING OPPORTUNITIES

1 Site Display Ads

Target thousands of runners that visit RunningGuru.com daily.

\$10 per 1,000 views



2 Race Picture Advertisement

6 exclusive placements on the highest traffic pages; up to 40 views per runner.

Call for pricing — 1-888-MyGuru2



3 Online Goody Bag (Coupons)

Get a coupon in front of runners and watch it go viral!

\$0.10 per participant



*Results based on a study by comScore of over 2mm internet users worldwide examining 139 banner ad campaigns

RUNNER DEMOGRAPHICS

58% female

Average age: 44 men

73% married

38 women

79% college educated

70% household income over \$75,000

Age Breakdown:

