

GET YOUR BRAND NOTICED WITH DISPLAY ADS

Display Ads put your brand in front of thousands of runners that visit RunningGuru.com every day to search for events, get race pictures and results, fundraise for non profits, and much more.

DIPSLAY AD IMPACT

Display Ads work by keeping your brand in front of runners. The ad creates interest in your product or service and this translates into a site visit, search query, and possibly an online or offline purchase.

Behavior	Impact
Visitation to the advertiser's web site	46%
Search query using the advertiser's brand	38%
Likelihood of buying the advertised brand online	27%
Likelihood of buying at the advertiser's retail store	17%

COST

\$10 per 1,000 views

HOW IT WORKS

- 1 Determine your budget and desired ad views
- 2 Upload your ad to RunningGuru.com
- 3 Access real-time reports to see views and clicks



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

RUNNER DEMOGRAPHICS

- 58% female
- 73% married
- 79% college educated
- 70% household income over \$75,000

Average age: 44 men
38 women

Age Breakdown:

