



**Dear Race / Event Director:**

At **Outdoors NW magazine**, we work for you to get the word out about your event to the tens of thousands of active **Outdoors NW** readers and Web Site viewers in both the Seattle and Portland markets. We strive to provide the most comprehensive and reliable Web and print calendar found anywhere in the Pacific Northwest.

When it comes to marketing your event, without a doubt, **Outdoors NW** is your best marketing medium to reach the largest number of active, outdoor enthusiasts and participants in a single buy. **Outdoors NW magazine** reaches over 120,000 readers per edition and our Web Site reach over 10,000 unique visitors per month.

Collecting, gathering and compiling your event listing is a tremendous effort. You'll find an Event Listing Form within this document. Please use **ONE EVENT CALENDAR LISTING FORM FOR EACH EVENT** you have. Feel free to duplicate this form for each event – this will help to ensure accuracy on our part.

Event listings can be changed, added, or deleted any time throughout the year. We recommend that you periodically check your event listing on our Web Site to make sure we have the most accurate information. Should you need to make a change, or just need more forms, you may download more Event Listing and Sport-BAG order Forms by visiting [http://www.outdoorsnw.com/c\\_sportsbags/sport\\_offerings.cfm](http://www.outdoorsnw.com/c_sportsbags/sport_offerings.cfm) The download link is found at the top of the page.

Thank you for your support of **Outdoors NW**. We hope you enjoy each issue of **Outdoors NW magazine** and visit our Web Site periodically at [www.OutdoorsNW.com](http://www.OutdoorsNW.com) for updated calendar listings, stories and contests.

Please feel free to offer suggestions on how we can improve our mediums to better serve you.

Wishing you much success with your event(s),

Greg Price, New Business Development  
Price Media, Inc.  
d.b.a. Outdoors NW  
[Events@OutdoorsNW.com](mailto:Events@OutdoorsNW.com)  
(206) 418-0747  
(206) 418-0746



## Free Calendar Listing in Print and Web And Sport-BAG Order Form

**Fax: (206) 418-0746      (503) 595-9360**

[events@OutdoorsNW.com](mailto:events@OutdoorsNW.com) • One form per event, please.

*\*Type your information into the gray boxes provided and either email or fax back to us!*

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### Event Information

Name of event: \_\_\_\_\_

Type of event: \_\_\_\_ (Adventure, Cycling, Run, Triathlon, Winter Sports, Water Sports, Clinics/Classes, Etc.)

Date of event: \_\_\_\_\_ Start time: \_\_\_\_\_ Participants Expected: \_\_\_\_\_ Cost of event: \_\_\_\_\_

Location (city) of event: \_\_\_\_\_ Event phone: \_\_\_\_\_ Event Web Address: \_\_\_\_\_

Tell us about your event (Starting location, distances, beneficiary, special attraction, etc.): \_\_\_\_\_

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### Event Director Information

Contact: \_\_\_\_\_ Organization/Group: \_\_\_\_\_

Day Ph: \_\_\_\_\_ Eve. Ph: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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### Sport-BAG Order Form

The *Outdoors NW* Sport-BAG program is a **FREE** program for Event Directors.

To learn more about how the Sport-BAG program can enhance your event, visit our Web Site. A direct link is provided here: [http://www.outdoorsnw.com/c\\_sportsbags/sport\\_what\\_are.cfm](http://www.outdoorsnw.com/c_sportsbags/sport_what_are.cfm)

Number of participants expected at this event: \_\_\_\_\_ Number of Sport-Bags requested: \_\_\_\_\_

**Option 1 => Self Pick-Up** (FREE! North Seattle location)

Self Pick-up Date: \_\_\_\_\_ Self Pick-up Time: \_\_\_\_\_

Name of person to pick-up Sport-BAGS: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Option 2 => UPS Delivery** (Shipping Charges apply - \$0.25 / bag West of WA. Cascades / \$0.30 / bag East of WA Cascades and Oregon. Canadian requests – Please call for quote. Credit Cards are accepted as payment. Pre-payment required prior to shipping.)

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Credit Card Type \_\_\_\_\_ Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

In order to prevent sponsor conflicts, please list your primary sponsors: \_\_\_\_\_

If possible and for superior service, please let us know the date of your pick up as much in advance as you can. The earlier the better! (Please note: Sport-BAGS are stuffed by the Event Director or event volunteers. This service is free by picking the order at one of our two locations. If the order is shipped, charges will apply.)

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**Indicate your interest in the following:**

- Event Advertising Rates in Outdoors NW
- Online Advertising Rates
- Brochure Distribution through Sport-Bags
- Brochure Distribution at Retail Locations
- Sport-BAGS – The Must Have For Your Event

*Outdoors NW* reaches your target audience to give the most cost effective way to promote your outdoor event. Customize your marketing approach by utilizing these services. Just check any or all of the boxes (above) that you would like more information on and our Marketing Team will call to explain how each can help your event grow! A combined marketing approach will better serve your marketing needs.

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**Questions or Comments**

Should you have any questions about the program or comments that would help us create a more effective program for you, please call us at (206) 418-0747 or email us at [events@OutdoorsNW.com](mailto:events@OutdoorsNW.com)

**Pick up location**

10312 Wallingford Ave N.  
Seattle, WA 98133  
Basement floor of two story house  
206-418-0747

Note: Please call ahead for pick up appointment if you have not indicated a pick up time in the above form.

**Directions**

**Seattle: Southbound on I-5**

Coming south on I-5, take the NORTHGATE WAY exit – EXIT 173 – using the WESTBOUND RAMP.

Turn RIGHT onto N. NORTHGATE WAY.  
Turn LEFT onto MERIDIAN AVE N. (about ¼ mile)  
Turn RIGHT onto 105<sup>th</sup> STREET. (about ½ mile)  
Turn LEFT on to WALLINGFORD AVE N. (1 block)

We are located on the basement level of the two story house. There is a driveway on the south side of the house. Walk down the driveway and take the path to the back of the house. Enter the door at the end of the path. There is no need to knock – just enter.

### **Seattle: Northbound on I-5**

Coming north on I-5, take the NORTHGATE WAY exit – EXIT 173 – and stay in the left lane of the exit.  
Turn LEFT onto 1<sup>st</sup> Ave NE.  
Turn LEFT onto N. NORTHGATE WAY.  
Turn LEFT onto MERIDIAN AVE N. (about ¼ mile)  
Turn RIGHT onto 105<sup>th</sup> STREET. (about ½ mile)  
Turn LEFT on to WALLINGFORD AVE N. (1 block)

We are located on the basement level of the two story house. There is a driveway on the south side of the house. Walk down the driveway and take the path to the back of the house. Enter the door at the end of the path. There is no need to knock – just enter.



(206) 418-0747    [events@outdoorsnw.com](mailto:events@outdoorsnw.com)

## Marketing & Promotional Opportunities and Services

### Designed Specifically for Event Directors

#### SPORT-BAG PROGRAM

Use our goody bag as your **Official Race Bag!** They're **FREE** to event directors. Ensure your Sport-BAG supply for your next event by becoming a Sport-BAG partner with *Outdoors NW*. History has shown that the earlier you complete the Event Calendar Listing and Sport-BAG Order Form, the more likely we'll have the stock available for your event when it comes time to supply your event.

What's in a Sport-BAG? Our Sport-BAGS include a plastic handled bag, usually with a sponsor logo on one side (sponsors vary). Inside the bag will be a current edition of *Outdoors NW magazine*, event literature, and a food sample (when available). Help us to minimize sponsor conflicts, as they are avoidable; please list important sponsors on the Event Calendar Listing and Sport-BAG Order Form in the Sport-BAG Order Form section. This will help reduce conflicts.

In 2006, our goody bag (Sport-BAG) partnerships will reached over 350,000 event participants and spectators across the state of Washington and Oregon. Sport-BAGS can be picked up in our north Seattle office. Should you wish Sport-BAGS but picking them up at our location is inconvenient, we can UPS the materials to you for a nominal charge (More information about this is in the next section below) Just fill in all the correct information on the Event Calendar Listing and Sport-BAG Order Form and it will be administered accordingly.

Optional: If picking up at our N. Seattle location is inconvenient for you, there is another cost-effective option; we can UPS the order to you. There is a small handling and shipping fee. The charge is \$0.25 per bag for shipments west of the Washington Cascades in Washington; \$0.30 per bag for shipments east of the Washington Cascades and into Oregon.

**IMPORTANT:** In an effort to keep costs as low as possible (We've kept the program FREE for going on 11 years running!) Please use the Event Calendar Listing and Sport-BAG Order Form to help us know what your pick-up or delivery intentions are. Your order will be ready for you at the time indicated. Thank you!

#### MAGAZINE PROMOTIONS AND ADVERTISING

*Outdoors NW magazine* offers you a per edition readership of over 120,000 active outdoor participants and enthusiasts. We are the Northwest's longest running and original source for information on events in the outdoors. Please call us at (206) 418-0747 or email us at [events@OutdoorsNW.com](mailto:events@OutdoorsNW.com) for more information on marketing your event. You may also visit our Web site at [www.OutdoorsNW.com](http://www.OutdoorsNW.com) and click on the Advertising link.

#### WEB SITE BANNERS

We can help you begin your web site campaign for about \$100/ month! *Outdoors NW* has an average banner click-through rate of about 2.5% with event click-through averaging 5%. To learn more about banner advertising, visit [http://www.outdoorsnw.com/c\\_advertising/advert\\_web\\_advertising.cfm](http://www.outdoorsnw.com/c_advertising/advert_web_advertising.cfm) or call (206) 418-0747 and ask for Greg.

#### FREE EVENT LISTING – Print and Web

We will list your event for **FREE** in *Outdoors NW* magazine and on our Web Site at [www.OutdoorsNW.com](http://www.OutdoorsNW.com). All you need to do is complete an Event Calendar Listing and Sport-BAG Order Form and email, fax or mail it back to our offices. One form per event, please.