

The Sea Otter Classic Event & Gear Guide puts your brand in front of cycling enthusiasts.

Bicycle Retailer & Industry News—working with Sea Otter staff—will once again produce the official guide to the annual season-opener. Support your presence at the event with targeted advertising and reach a cross-section of cycling enthusiasts—racers, families and kids.

- Sea Otter staff will distribute 20,000 copies of the guide onsite at registration, exhibitor booths and at Monterey hotels.
- Bicycle Retailer will mail 10,000 copies of the guide to more than 700 retailers in California, Nevada and Arizona to distribute in their stores.
- Bicycle Retailer will polybag the standalone guide with the April 15 issue.
- Plus, a digital version of the guide will be emailed to more than 30,000 consumers prior to the event.



NET ADVERTISING RATES

| | |
|---------------------|-----------------------|
| Full Page: | \$3,800 |
| Half Page: | \$2,900 |
| Third Page: | \$2,250 |
| Quarter Page: | \$1,750 |
| Cover II: | \$4,150 |
| Cover III: | \$3,950 |
| Cover IV: | \$4,300 |
| Gear Guide: | \$450 |
| Total Press Run: | 40,000 |
| Paper Quality: | 70# High Gloss |
| Ad Close Date: | March 2 |
| Materials Due Date: | March 9 |

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|---|---|---|---|
| <p>Third Page Vertical 2.25" x 9.75"</p> | <p>Half Page Vertical 3.5" x 9.75"</p> | <p>Full Page Bleed 8.5" x 11"</p> <p>Trim Size 8.25" x 10.75"</p> | <p>Quarter Page 3.5" x 4.75"</p> |
| | | <p>Half Page Horizontal 7.25" x 4.75"</p> | <p>Third Page Horizontal 7.25" x 3.25"</p> |