

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

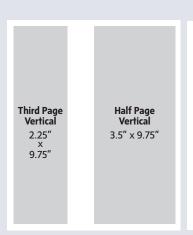
Bicycle Retailer & Industry News—working with Sea Otter staff—will once again produce the official guide to the annual season-opener. Support your presence at the event with targeted advertising and reach a cross-section of cycling enthusiasts—racers, families and kids.

- 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 Dat	e: March 9



Full Page Bleed 8.5" x 11" Trim Size 8.25" x 10.75"

> Half Page Horizontal 7.25" × 4.75"

Quarter Page 3.5" x 4.75"

Third Page Horizontal 7.25" x 3.25"









@BicycleRetailer

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Contact your sales representative for more advertising information.

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