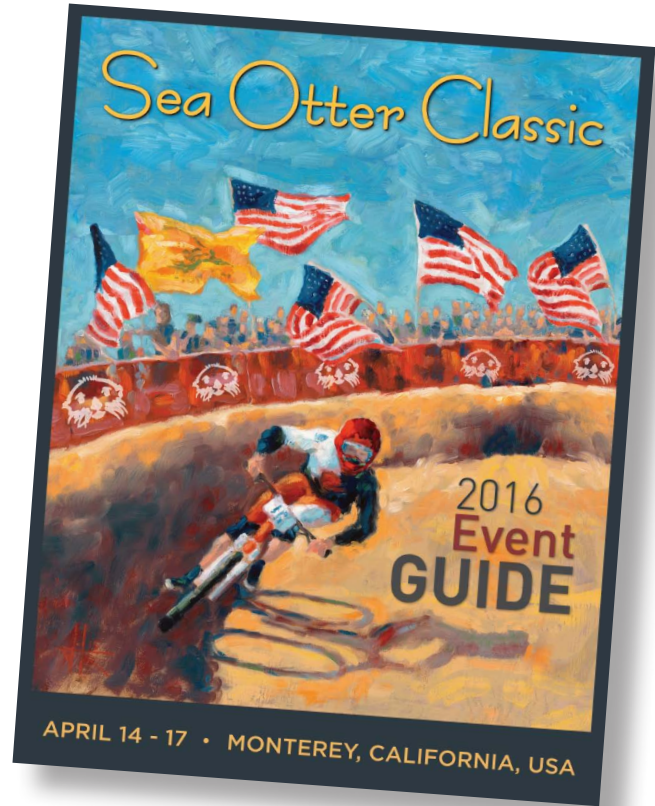


The **Sea Otter Official Event & Gear Guide** is back with digital distribution, retail circulation and blanket distribution during the four-day festival.

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 20,000 copies of the guide to more than 800 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: **\$3,600**

Half Page: **\$2,750**

Third Page: **\$2,150**

Quarter Page: **\$1,650**

Cover II: **\$4,150**

Cover III: **\$3,800**

Cover IV: **\$4,300**

Gear Guide Products: **\$400**

Total Press Run: **50,000**

Paper Quality: **70# High Gloss**

Ad Close Date: **March 3**

Materials Due Date: **March 10**

Sea Otter Classic

<p>1/3 Vertical</p> <p>2.3" wide x 9.75" high</p> <p>5.842 cm wide x 24.8 cm high</p>	<p>1/2 Vertical</p> <p>3.5" wide x 9.75" high</p> <p>8.9 cm wide x 24.8 cm high</p>	<p>Full Page Bleed</p> <p>8.5" wide x 11.0" high 21.6 cm wide x 27.9 cm high</p> <p>Trim Size</p> <p>8.25" wide x 10.75" high</p>	
		<p>1/2 Horizontal</p> <p>7.25" wide x 4.75" high 18.4 cm wide x 21.1 cm high</p>	<p>1/3 Horizontal</p> <p>7.25" wide x 3.2" high 18.4 cm wide x 8.128 cm high</p>

Bicycle Retailer

AND INDUSTRY NEWS

Contact your sales representative for more advertising information.

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