

The Sea Otter Classic Festival & Gear Guide

Let us tell thousands of enthusiasts about your brand

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 also deliver the Guide to its industry-wide readership.
- 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: | \$3,950 |
| Half Page: | \$2,950 |
| Quarter Page: | \$1,895 |
| Sixth Page: | \$950 |
| Cover II: | \$4,150 |
| Cover III: | \$3,750 |
| Cover IV: | \$4,295 |
| Gear Guide: | \$450 |
| Total Press Run: | 40,000 |
| Paper Quality: | 70# High Gloss |
| Ad Close Date: | March 1 |
| Materials Due Date: | March 8 |

Half Page Vertical
3.5" x 9.75"

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

Half Page Horizontal
7.25" x 4.75"

Quarter Page
3.5" x 4.75"

**Unique ad sizes will be considered on request*

Sixth Page
3.5" x 3.125"

Bicycle Retailer

and INDUSTRY NEWS

f t y i @BicycleRetailer

www.bicycleretailer.com

Contact your sales representative for more advertising information.

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