

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

<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><i>*Unique ad sizes will be considered on request</i></p>
	<p>Half Page Horizontal 7.25" x 4.75"</p>	<p>Sixth Page 3.5" x 3.125"</p> <p>Eighth Page 3.5" x 2.5"</p>

Bicycle Retailer
and INDUSTRY NEWS

f t y i @BicycleRetailer

www.bicycleretailer.com

Contact your sales representative for more advertising information.

EAST
Karl Wiedemann
(203) 906-5806
kwiedemann@bicycleretailer.com

WEST
Ellen Butler
(720) 288-0160
ebutler@bicycleretailer.com

MIDWEST
Kingwill Company
Barry and Jim Kingwill
(847) 537-9196
barry@kingwillco.com
jim@kingwillco.com