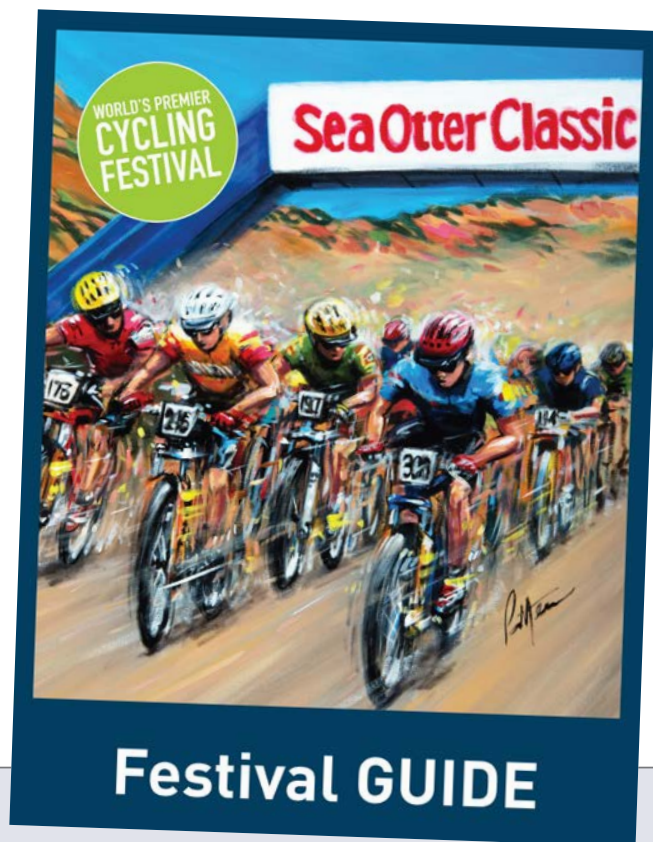


The Sea Otter Classic Festival & Gear Guide

Reach the widest consumer and trade audience possible in print and online

Bicycle Retailer & Industry News and VeloNews will produce the official Guide to the 2020 Sea Otter Classic. Take advantage of this expanded distribution with a targeted advertising message that reaches a cross-section of cycling enthusiasts-racers, families and youth.

- **Sea Otter** staff will distribute 9,000 copies of the Guide onsite at registration, exhibitor booths and at Monterey hotels.
- **VeloNews** will distribute 23,000 copies of the guide in the May Issue.
- **Bicycle Retailer** will mail 8,000 copies of the Guide with the April issue to dealers nationwide.
- **Digital distribution** will be far-reaching as the guide is shared across the *Bicycle Retailer* and *VeloNews* website, email, and social media channels as well as the Triathlete.com website reaching up to an estimated 1.5-2 million of the most enthusiastic cycling readers.



NET ADVERTISING RATES

| | |
|---|-----------------|
| Full Page: | \$3,950 |
| Half Page: | \$2,950 |
| Quarter Page: | \$1,895 |
| Sixth Page: | \$950 |
| <hr/> | |
| Cover II: | \$4,150 |
| Cover III: | \$3,750 |
| Cover IV: | \$4,295 |
| <hr/> | |
| Gear Guide: | \$450 |
| <hr/> | |
| Total Press Run: | 40,000 |
| Ad Close Date: | March 6 |
| Materials Due Date: | March 11 |
| Send materials to harnold@pocketoutdoormedia.com | |

Full Page Bleed
8.25" x 10.75"

Trim Size
8" x 10.5"

Half Page Horizontal
7" x 4.5"

Half Page Vertical
3.25" x 9.5"

**Unique ad sizes will be considered on request*

Quarter Page
3.375" x 4.5"

Sixth Page
3.375" x 3"

Bicycle Retailer
and INDUSTRY NEWS
www.bicycleretailer.com

VeloNews
www.velonews.com

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