Connect with cyclists of every stripe at the world’s largest cycling festival and support your on-site presence at the 2022 Sea Otter Classic by advertising in the guide that attendees will reference for expo and race information before and during the event.

**Display Advertising**
Showcase your brand with a high-visibility placement adjacent to Sea Otter Classic event information.

**Ad Sizes/Rates**
- 2 page spread (16.25” x 10.75” bleed, 16” x 10.5” trim) .................. $5,347
- Full page (8.25” x 10.75” bleed, 8” x 10.5” trim) .................. $3,776
- 1/2 page horizontal (7” x 4.5”) .................................................. $2,973
- 1/2 page vertical (3.25” x 9.5”) .................................................. $2,973
- 1/4 page (3.375” x 4.5”) .................................................. $1,646
- Inside Front Cover Spread .................................................. $5,615
  (16.25” x 10.75” bleed, 16” x 10.5” trim)
- Inside Back Cover Spread .................................................. $5,615
  (16.25” x 10.75” bleed, 16” x 10.5” trim)
- Back Cover (8.25” x 10.75” bleed, 8” x 10.5” trim) ............... $4,129

**Distribution**
10,000 print copies of the Guide will be distributed to attendees at the Sea Otter Classic, with additional digital distribution across suitable Outside channels leading up to the event.

**‘Gear Guide’ Listings**
Highlight your new and noteworthy gear to enthusiast riders always looking for their next upgrade.

**Ad Size/Rate**
1/6-page designed by BRAIN with materials supplied by brand. No special artwork is required.

**Pricing**
- $650 for 1 product, $1,200 for 2 products.

**Ads Include**
- Product name/headline
- 50 words of promotional copy
- Product image
- Brand logo
- MSRP
- URL

(See example ‘Gear Guide’ layout on Page 2)

**Advertising Close: Tuesday, March 1st**
**Ad Materials Due: Friday, March 4th**
GEAR GUIDE

**BLIZ**
- World Cup Winning Technology
- Weekend Warrior Pricing
- Wide Angle Vision
- Wide, regular & small face models
- Deep & shallow wrap models
- Can be worn with, or without, protective lower jawbone
- Adjustable nosepiece & temples
- Wide range of lens options for every light condition
- From Sweden - Scandinavia’s #1 eyewear brand
- Affordable

**MSRP:** from $89.95

**Website:** EnjoySummer.com

**FSA Emtb Carbon Wheel**
- Claim a 150kg system weight
- Asymmetric, 30mm depth x 35mm wide carbon rim
- Tubeless compatible
- Available in 650B (27.5") and 700C (29")
- Alloy P. R. A. hubs
- ISO 6-Bolts rotor mount
- 148 version - 15 x 110mm TA
- Front hub and 12 x 148mm TA rear hub compatibility
- Cartridge bearings
- 2-cross straight gauge spokes
- Artisan built, entirely by hand
- Includes tubeless valves (1 pair) and spoke protector

**MSRP:** $818 front, $864 rear

Each sold separately

**Website:** fsaproshop.com

**ZULO 2**
- RACE HYDRATION BELT WITH 1.0L HYDRApak ELITE™ BLADDER

Zulo 2L is a specially designed race hydration hip pack to provide the perfect ergonomic fit on your hip. With its banana-shape and single-buckle secure suspension strap, the belt will be fixed on your waist without cramping your style and performance. It’s equipped with a 1.0L Elite bladder with Plug-N-Play coupling, magnetic clip for the drink tube, smart multi organizer pocket and two quick stash side pockets for easy access to energy gels and food.

**MSRP:** $89

**Website:** uswe-sports.com

**ENDURO® Maxhit™ Headset**

Our innovative, patent-pending, Enduro Maxhit™ headset eliminates the aluminum cups traditionally used to carry headset bearings, freeing-up space for much larger balls that easily support double the load of standard headset bearings.

Designed to press directly into the headtube, Maxhit zero-stack headset bearings are machined entirely of 440C Stainless Steel and are guaranteed for life.

Check out Maxhit, XD15 and other Enduro Bearings performance products at Sea Otter Booth S25.

**MSRP:** $89

**Website:** B2B.endurobearings.com

**Booth Number:** S25

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**MSRP:** $89

**Website:** uswe-sports.com

**FSA K-Wing Carbon Agx Handle**

The FSA k-wing carbon handlebar is designed to meet the needs of today’s adventure and gravel rider. Offering a multitude of features to give riders all day comfort and control. A 10 degree outward flare and sculpted contact points near the hoods and drops for better ergonomics and riding comfort. The 115mm drop and 76mm reach ensure easier lever control. Including extra-wide internal routing for both mechanical cables and Di2 wiring. Available in 40, 42, and 44, 46 and 48cm widths.

**MSRP:** $314

**Website:** fsaproshop.com

**Lezyne Smart Connect Wireless Systems**

Smart Connect is an innovative technology developed in-house to customize, simplify and control compatible Lezyne LED lights. With the LED Ally phone app or a compatible Lezyne GPS, Smart Connect lights can be wirelessly controlled right at your fingertips. And, when synced, a front LED will change the mode of the rear when toggling modes.

**MSRP:** 5 options: $39.99 to $169.99

**Website:** ride.lezyne.com

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**Contact Ron Bertola (rbertola@outsideinc.com / (949) 300-0502 ) for advertising creative submissions or questions.**