

Reserve your space in the Marketplace!

Print Exclusive and Print + Digital Bonus Packages now available!

Small-space advertising in the *Bicycle Retailer & Industry News* Marketplace is a cost-effective way to keep your company's products and services in front of dealers year-round at a price you can afford.

BRAIN is now offering a combined print + digital package **exclusively to Marketplace advertisers at discounted rates**. Expand your reach with an affordable investment and get your message in front of the widest industry audience possible.

DISTRIBUTION

Print Distribution Includes

- 9,000+ Print Subscribers
- 5,000+ Digital Subscribers
- 27,000 Readership per issue (3 readers per copy)

Monthly Website Distribution Includes

- 480,000 pageviews
- 122,000 unique visitors
- 3 pages per session
- 2 minutes per session
- 1,000+ users visit the site on an average of 46x per month!
- 50/50 mobile/desktop



**300 x 250
Website
display ad**

PRINT EXCLUSIVE

Marketplace Print Exclusive Pricing Horizontal or Vertical

- 12x = \$450/mo
- 6x = \$475/mo
- 3x = \$500/mo
- 1x = \$700/mo

Ad Specs

Vertical - 2.125" x 5.25"
Horizontal - 4.5" x 2.5"
Website Digital Ad - 300w x 250h pixels

PRINT + DIGITAL BONUS PACKAGE

Marketplace Print + Website Display Package Pricing Horizontal or Vertical + 300x250 Lower Banner

- 12x = \$750/mo
- 6x = \$800/mo
- 3x = \$833/mo
- 1x = \$1,100/mo

Digital Ad Creative Requirements

Website banner Ad - 300w x 250h pixels. Only JPEG, GIF, PNG or HTML5 formats are accepted. 150KB max file size for banners. All animation, including loops, must stop at 30 seconds. Feel free to submit up to 3 versions of artwork. Our system will optimize to give priority to the strongest performer.



Need help with artwork? We can help prepare your ad materials for any 3x+ package investments.

Questions about materials, please contact Ron Bertola: rbertola@pocketoutdoormedia.com