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**Bicycle Retailer**  
AND INDUSTRY NEWS



# Sea Otter Classic

## Event & Gear Guide



The Classic Returns  
April 16-19, 2009

**Bicycle Retailer**  
AND INDUSTRY NEWS



# Sea Otter Classic Event & Gear Guide

**core (kôr, kōr)**

**n. the basic or most important part; the essence or heart**

Retaining your core customers has never been more important. But betting on their loyalty isn't enough. Now is the time to invest in the "core" and give them even more of what they love. In turn, they will spread the word about your brand.

The Sea Otter Classic Event & Gear Guide targets more than 20,000 cyclists. The Guide can help drive traffic to your booth, increase your brand's visibility and introduce new products just in time for the Spring.

Call your sales representative today to find out how you can make the most of your consumer advertising budget.

## Net Advertising Rates

Full Page	\$2,500
Junior Page	\$1,875
1/2 Page	\$1,550
1/3 Page	\$1,250
1/4 Page	\$825
Product Showcase	\$525
Cover II	\$3,000
Cover III	\$2,850
Cover IV	\$3,200

**Ad Close:** March 20

**Ad Materials Due:** March 27

**Acceptable Files:** Only Photoshop EPS and Acrobat PDF files supplied at 300 dpi, CMYK (no RGB or LAB).

**Proofs:** All ads must be accompanied by a valid proof. Ads uploaded to our FTP site require a valid proof.

**Make Goods:** No make goods unless a valid color proof is supplied with digital material.

ASSOCIATE PUBLISHER/SALES  
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## Production Questions?

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## Product Showcase

Everyone enjoys a cool drink when the going gets hot. With the new Berra Coolhead bottle cyclists can enjoy a cool drink long after setting off on a ride. This insulated water bottle keeps drinks cool (or warm) for at least two hours. Dust well construction, and a special insulating layer protect liquid from outside temperatures. It also has an easy pull-up spout and a wide mouth, making cleaning straightforward. The Coolhead fits standard bottle cages, and holds 500 ml (17 fl oz). Retail price: US\$9.00



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The **Sea Otter Classic Event & Gear Guide** offers exhibitors additional, cost-effective ways to reach retailers through a Product Showcase special section.

As an added bonus, we will feature your ad in the May 15 issue of *Bicycle Retailer's* special Product Showcase section, as well as a downloadable PDF hosted on both bicycleretailer.com and seaotterclassic.com.

Send us a 300 dpi image, approximately 50 words of text, plus your address, phone and fax, email address and URL. We take care of the rest.

**Price:** \$525 for a single product or \$785 for two. Rates are net.

## Mechanical Requirements

**Trim Size: 8.25" wide x 10.75" high**

Full Page  
8.5" wide x 11.0" high

Product  
Showcase  
3.5" wide x  
3.15" high

Junior  
4.75"  
wide x  
7.75"  
high

1/4  
3.5" wide x  
4.875" high

1/2  
vertical  
3.5" wide  
x 9.75"  
high

1/3  
4.75" wide x  
4.75" high

1/2 horizontal  
7.25" wide x 4.75"  
high

