

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 2
Materials Due Date:	March 9

Half Page Vertical
3.5" x 9.75"

Full Page Bleed
8.5" x 11"
Trim Size
8.25" x 10.75"

Quarter Page
3.5" x 4.75"

*Unique ad sizes will be considered on request

Half Page Horizontal
7.25" x 4.75"

Sixth Page
3.5" x 3.125"

Bicycle Retailer

and INDUSTRY NEWS

f t y i @BicycleRetailer

www.bicycleretailer.com

Contact your sales representative for more advertising information.

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