

2022 SEA OTTER CLASSIC FESTIVAL & GEAR GUIDE



© Brian Slaughter

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.....	\$4,101 (16.25" x 10.75" bleed, 16" x 10.5" trim)
Inside Back Cover Spread.....	\$3,744 (16.25" x 10.75" bleed, 16" x 10.5" trim)
Back Cover (8.25" x 10.75" bleed, 8" x 10.5" trim).....	\$3,450

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
- TUBELESS READY
- 6-pawl steel for SMN 9-11 sp freehub
- FINISH**
- Color graphics
- WEIGHT**
- 1,736 grams / pair (w/o QR) - 29"
- 1,676 grams / pair (w/o QR) - 27.5"



MSRP: \$ \$818 front, \$864 rear
Each sold separately
Website: fsaproshop.com



FSA K-Wing Carbon Agx Handle

The fsa k-wing agx 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



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



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



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



ADVERTISEMENT

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