

# 2023 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 2023 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.

### Premium Placements *(exclusive-only one spot available)*

Inside Front Cover Spread .....	\$6,000
Center Spread .....	\$6,000
Inside Back Cover Spread .....	\$6,000
<i>Spread Dimensions: 16.25" x 10.75" bleed, 16" x 10.5" trim</i>	
Back Cover.....	\$4,500
<i>Dimensions: 8.25" x 10.75" bleed, 8" x 10.5" trim</i>	
BRAIN Daily Email Digest (3-Day Package).....	\$3,900

### Standard Placements

2-Page spread (16.25" x 10.75" bleed, 16" x 10.5" trim) .....	\$4,999
Full Page (8.25" x 10.75" bleed, 8" x 10.5" trim).....	\$3,499
1/2 page horizontal (7" x 4.5") .....	\$2,749

## 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. Upload your gear guide information and materials at [www.bicycleretailer.com/gearguide](http://www.bicycleretailer.com/gearguide)

### Ad Size/Rate

1/6-page (3.25" x 3") 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: March 6th, 2023**  
**Ad Materials Due: March 13th, 2023**

## 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 todays 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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Upload your gear guide information and materials at [www.bicycleretailer.com/gearguide](http://www.bicycleretailer.com/gearguide)

## ADVERTISING CONTACTS

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