



BIKESTATE

YOUR RIDE SOURCE FOR COLORADO

ABOUT US

Who We Are

The hub of all things cycling for the State of Colorado; a directory of resources to help people navigate all the rides, destinations, shops, nonprofits, clubs and more. that make up Colorado's cycling landscape.

Our Audience

BikeState38 website audience is cyclist and cycling fans from Colorado and visitors all across the country. Our audience is comprised of highly educated professionals that love to ride their bikes or want to get into the sport. Our audience is affluent with disposal income that allows them to purchase products to support their passion as well as participate in organized rides and events.

CONTACT US

Liz Brown
liz@rollmassif.com

TRAFFIC INFO

User Traffic Details

- 6,000 visitors a month (spring and summer are higher)
- Male - 70% Female - 30%
- 70,000 page views in 2017
- 400 + Twitter Followers
- 1,000 + Facebook Followers
- 400 + Instagram Followers
- 30% of traffic comes from out of state (ranked in order): CA, TX, NY, MI, IL, OK, UT
- Top CO cities (in order): Denver, Boulder, Colorado Springs, Fort Collins, Centennial, Longmont



2020 AD RATES

PACKAGES

There are 3 general packages for advertising that you can select. Your selection should be based on desired market saturation and length of campaign.

<p>CRANK - \$425* This is our highest level of exposure for a reasonable amount of chips. It includes space on our home page slider, an ad on the home page as well as other pages within the site. The package also includes a social media campaign and exposure in our e-newsletter.</p>	<p>Assests Feature Ride - 1 week 800x450 Home Page Ad - 1 week</p> <p>785x90 - 1 month 300x250 - 1 month</p> <p>Social Media Campaign (1 post per medium)</p> <p>728x90 Ad - 1 issue</p>	<p>Locations Full 'Featured Ride' page - text, video, and photos Home Page; dedicated real estate - will not share space</p> <p>Home Page; shared real estate - up to 3 ads in rotation Other Page; shared real estate - up to 5 ads in rotation</p> <p>All 3 mediums - Facebook, Twitter, Instagram</p> <p>E-Newsletter</p>
<p>SPIN - \$300* This is our moderate level of exposure for you to get recognized. It includes exposure on our home page as well as throughout the site. In addition to a social media campaign and coverage in our e-newsletter.</p>	<p>Assests 300x250 - 1 month 728x90 - 1 month</p> <p>Social Media Campaign (1 post per medium)</p> <p>728x90 Ad - 1 issue</p>	<p>Locations Home Page; shared real estate - up to 3 ads in rotation Other Page; shared real estate - up to 5 ads in rotation</p> <p>Select 2 Mediums from Facebook, Twitter, Instagram</p> <p>E-Newsletter</p>
<p>CRUISE - \$175* This is our smallest level of exposure, but you are able to know that you've got skin in the game on BikeState38 and on our social media outlets.</p>	<p>Assests 300x250 - 1 month 728x90 - 1 month</p> <p>Social Media Campaign (1 post per medium)</p>	<p>Locations Other Page; shared real estate - up to 5 ads in rotation Other Page; shared real estate - up to 5 ads in rotation</p> <p>Select 1 Medium from Facebook, Twitter, Instagram</p>

**Colorado Bicycle Event Coalition (CBEC) Members receive a 10% discount on packages. For information on CBEC Membership, please visit bikestate38.com/cbec*



A LA CARTE

Assets	Non Member Rates	CBEC Member Rates	Notes / Locations
300x250 - Home Page (Only) 728x90 - Home Page (Only)	\$75 per month	\$65 per month	Shared real estate - up to 3 ads in rotation
728x90 - Other Pages 300x250 - Other Pages	\$50 per month	\$40 per month	Shared real estate - up to 5 ads in rotation; Header and Footer
Digital Ad Take Over Home Page - 2 assets Other Pages - 2 assets	\$100 for 1 week \$75 for 1 week	\$80 for 1 week \$55 for 1 week	Includes (1) 785x285 and (1) 365x280; dedicated real estate Includes (1) 728x90 and (1) 300x250; dedicated real estate
Slider Ad - Home Page Ask about Ad size & the Bleed Area	\$250 for 2 weeks \$450 for 1 month	\$200 for 2 weeks \$350 for 1 month	Shared real estate - up to 5 sliders in rotation Shared real estate - up to 5 sliders in rotation
Featured Ride (Events Only) (800x450) Home Page Ad Featured Ride Page	\$200 for 1 week \$350 for 2 weeks	\$150 for 1 week \$250 for 2 weeks	Dedicated real estate; will not share space with other advertisers Dedicated real estate; will not share space with other advertisers
Social Media Campaign Facebook, Twitter, Instagram	\$20 per post per platform	\$20 per post per platform	*Client to select platforms; may not exceed 3 posts in one month. \$10 of cost will go towards boost on Facebook if applicable.
E-Newsletter Feature Ad Article	\$150 \$300	\$100 \$250	728x90 and 300x250 Ad Newsletter is bimonthly