

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, etc. 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.

TRAFFIC INFO

User Traffic Details

- 5,000 visitors a month (spring and summer are higher)
- Male -65% Female -35%
- 65,000 page views in 2015
- 300 + Twitter followers
- 500 + on Facebook
- 25% 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, Highlands Ranch.

CONTACT US

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2016 AD RATES

Assets	General	Notes / Locations
785x285 - Home Page (Only) 365x280 - Home Page (Only)	\$75 per month	Shared real estate - up to 3 ads in rotation Shared real estate - up to 3 ads in rotation
728x90 - Other Pages 300x250 - Other Pages	\$50 per month	Shared real estate - up to 5 ads in rotation; Header and Footer Shared real estate - up to 5 ads in rotation
Digital Ad Take Over Home Page - 2 assets Other Pages - 2 assets	\$100 for 1 week \$75 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	Shared real estate - up to 5 sliders in rotation Shared real estate - up to 5 sliders in rotation
Featured Ride (Events Only) (800x450)	\$200 for 1 week \$350 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 for 1 platform \$35 for 2 platforms \$55 for all three platforms	*Client to select platforms; may not exceed 3 posts in one month
E-Newsletter Feature Ad or Article 728x90 Footer Ad Registration Reminder Dedicated E-Blast	\$200 \$75 \$25 \$750	



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.

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. Also includes in social media and exposure in our e-newsletter.

Assets

Feature Ride - 1 week
785x285 - 1 month
300x250 - 1 month

Social Media Campaign
(1 post per medium)

728x90 Ad - 1 issue

Locations

Home Page; dedicated real estate - will not share space
Home Page; shared real estate - up to 3 ads in rotation
Other Page; shared real estate - up to 5 ads in rotation

All 3 mediums - Facebook, Twitter, Instagram

E-Newsletter

Spin - \$225

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.

Assets

365x280 - 1 month
300x250 - 1 month
728x90 - 1 month

Social Media Campaign
(1 post per medium)

728x90 Ad - 1 issue

Locations

Home Page; shared real estate - up to 3 ads in rotation
Other Page; shared real estate - up to 5 ads in rotation
Other Page; shared real estate - up to 5 ads in rotation

Select 2 Mediums from Facebook, Twitter, Instagram

E-Newsletter

Cruise - \$100

This is our smallest level of exposure, but you are able to know that you've got skin in the game on BikeState38.com and on our social media outlets.

Assets

300x250 - 1 month
728x90 - 1 month

Social Media Campaign
(1 post per medium)

Locations

Other Page; shared real estate - up to 5 ads in rotation
Other Page; shared real estate - up to 5 ads in rotation

Select 1 Medium from Facebook, Twitter, Instagram