



SOCALCYCLING.com

Your Cycling Source

2024 Media Kit & Ad Rates





SOCALCYCLING.COM

Your Source for Cycling Information Since 1995



About SoCalCycling.com

SoCalCycling.com was created in 1995 and is one of the top ranked cycling web sites in the world featuring: Cycling News, Videos & Photos, Event Calendars (Road Racing, Mountain Biking, Gravel Racing, Cyclo-Cross, Track Racing, Fun Rides, Gran Fondos and Bike Tours), Training Rides, GPS & Community Rides, Interviews, Training Articles, Product Reviews and more. SoCalCycling.com covers cycling in Southern California, North America and Worldwide.

SoCalCycling.com's mission is to promote and grow the sport of cycling, as well as be a valuable resource to our cycling friends and fans. SoCalCycling.com also gives back to the sport through the sponsorship of the SoCalCycling.com Elite Cycling Team.

Digital Audience

SoCalCycling.com's web site audience is cyclists & cycling fans from California, the Southwest, North America & Worldwide. Southern California has one of the largest concentrated populations of cyclists and cycling fans in the world. Our audience is comprised of highly educated professionals that love to ride their bikes and stay up to date on what is going on in the cycling world! SoCalCycling.com has a diverse cycling audience including bike racers (road, mountain, gravel, track and cyclocross), recreational and fitness cyclists, commuters and fixie riders. Our audience is affluent with a disposable income that allows them to purchase products to support their love for cycling as well as participate in events where they can share their healthy lifestyle and interests with others.

SoCalCycling.com has been "the source for cycling information in the west since 1995". SoCalCycling.com has an average of 28,000 unique visitors per month and 100,000 visits per month and growing. SoCalCycling.com receives nearly 7 million page views per year. SoCalCycling.com's visitors are loyal: 50 % are returning visitors and 50 % are new visitors. On average, our event flyers are downloaded 4,000 - 5,000 times per event from SoCalCycling.com. SoCalCycling.com is the leading source for riders to get their event information and marketing tool for event promoters and companies to advertise and promote their products, events and sponsors to the largest concentrated population of cyclists and cycling fans who live in Southern California. SoCalCycling.com has a large Social Media following of nearly 16,000 followers and actively drives traffic to SoCalCycling.com via our Social Media channels, Email Newsletters and YouTube videos. SoCalCycling.com is available to our audience on desktop, mobile and tablet devices.



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Testimonials

Event promoters have repeatedly stated that their events get the most referrals from SoCalCycling.com year after year!

Just wanted you to know that we had our first registration for our event and it came via your calendar! That turned out to be money well spent - thank you!

*Kathleen McCormick
Mailbu Gran Fondo*

On behalf of the SC Velo Cycling Club, I would like to thank SoCalCycling.com for all of the work they provide for the cycling community. Their web site has been a very much used tool in making the San Dimas Stage Race a huge successful event. As a cycling club, our members have been able to go on SoCalCycling.com and find all of the race information needed to find the races and rides they are looking for. Along with their race coverage of our three day Stage Race event and mountain bike race, SoCalCycling.com is the place to go for the cycling community.

*Al Wiscovitch, Technical Director
San Dimas Stage Race
scvelo.com*

We were very impressed at the overwhelming response we received when advertising the Conquer the Canyons Stage Race on SoCalCycling.com. Its definitely the source for cycling information in Southern California and it seems like every racer goes there to see whats going on in the racing schedule. We will definitely advertise there again next year!!

*Michael Epstein
Michael Epstein Sports Productions (MESP, Inc.)*

SoCalCycling.com is the best website to advertise your event. Everyone goes to SoCalCycling.com to look for races and events these days. My event nearly doubled in size thanks in part to our listing.

*Brian Monroe
Glinn and Giordano Rio Bravo Rumble Biathlon and Mountain Bike Race*

Our 2009 weekend race attendance was up this year, and we attribute this directly to advertising on SoCalCycling.com - so if anyone needs a reason to advertise on your site, send them our way so we can tell them!

*Chris Lotts
California Bicycle Racing*

SoCalCycling.com proved to be very effective in reaching the performance-oriented cyclist in Southern California. If you're organizing an event, being listed on their calendar is a must. We'll definitely continue to work with them in future.

*Rob Klingensmith
Gran Fondo Colnago San Diego*



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Ad Rates

Advertising

Premium Rotating Banner Ad - 728 pixels x 90 pixels
(Top – Above SoCalCycling.com Header)

Rate - \$ 899 / month

Large Rotating Banner Ad - 300 pixels x 250 pixels
(Right Side)

Rate - \$ 650 / month

Medium Rotating Banner Ad - 300 pixels x 170 pixels
(Right Side)

Rate - \$ 495 / month

Small Rotating Banner Ad - 300 pixels x 100 pixels
(Right Side)

Rate - \$ 275 / month

Background Skin - 1920 pixels x 1200 pixels
(Clickable Branded Background Skin)

Background Ads provide powerful brand identity for your company and products.

Rate - \$ 475 / week or \$ 1,399 / month - Ad runs along the side panels throughout the site or on a Specific Page

Overlay Popup Ad - 640 pixels x 600 pixels
(Center of Home Page)

Overlay Popup Ads provide a high impact advertising message. Overlay Popup Ads cover the site with a semi-transparent background with the ad positioned in the center of the browser when the visitor enters the site.

Rate - \$ 450 / week or \$ 1,299 / month - Ad runs throughout site

Press Release

Featured on SoCalCycling.com's Home Page. An announcement of your press release will be featured on our Twitter, Facebook and Email Newsletter for maximum reach. A press release is a great addition to a calendar listing or banner ad to maximize exposure and convey your message in more depth.

Rate - \$ 150

Ad rates and sizing are subject to change.



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Ad Rates

Email Promotions

Direct Email Marketing Campaign

We create and send a dedicated email to our audience that promotes your cycling event or product. A special discount or offer exclusive to SoCalCycling.com's audience is required.

Rate - \$ 350 per email / campaign

SoCalCycling.com Email Newsletter - 560 pixels x 560 pixels

Your banner ad will be featured in our monthly newsletter.

Top Banner (1 space available)

\$ 150 / month

Lower Banner

\$ 125 / month

Upcoming Cycling Events Newsletter - 560 pixels x 560 pixels

Promote your cycling event to cyclists in our monthly newsletter.

Featured Event Banner Ad

\$ 150 / month

Social Media Promotions

Social Media and Digital Ad Campaigns

Share your branded graphic and message on SoCalCycling.com's Facebook, Twitter and Instagram. Shared 2X to approximately 16,000 followers.

Rate - \$ 250

Partner with the SoCalCycling.com Elite Cycling Team

Year-Round Sports Marketing Partnership

Our SoCalCycling.com partner, the **SoCalCycling.com Elite Team** of Category 1 racers, races regionally and nationally promoting bicycling and health and wellness. The Team's goal is to develop and support talented riders elevate to the professional level through teamwork while representing the Team's sponsors.

The SoCalCycling.com Elite Team offers an exciting marketing platform for companies to gain year-round brand exposure and sales via a high impact partnership. Our cycling program is aligned with our sponsor's goals and marketing strategies to best meet our sponsor's needs. For the past 20 years, the Team has been customizing programs that deliver measurable results, from supporting sponsor to title sponsor.

Partnership Fee - TBD



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Listings

Event Calendar Listings

Fun Ride, Gran Fondo & Bike Tours Calendar - \$ 135 per event / date

Road Racing Calendar - \$ 150 per event / date

Gravel Events - \$ 135 per event / date

Mountain Biking, CycloCross - \$ 75 per event / date

Virtual Events - \$ 135 per event / date

Event Calendars include (logo, description, social media sharing, add to calendar, link, register now link, event location and event details).

** Event Calendar Listings will also be included in our **Upcoming Events Newsletter** 1-2 months prior to event for additional exposure.*

Bike Shop Listing with Interactive Map

Rate - \$150 per shop / year

Bicycle Attorney Listing with Interactive Map

Rate - \$150 per location / year

Coaches Listing

Connecting experienced cycling coaches with cyclists.

Rate - \$150 / year

Job and Volunteer Listings

Connecting employers and candidates that are seeking jobs, internships and volunteer opportunities.

Rate - \$ 75 per month

Classified Listings

Coming Soon!

Ad rates and sizing are subject to change



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Discounts:

There is a discount for running ads for longer periods; 5% for 3 months, 10% for 6 months and 15% for 12 months. Ad space must be prepaid in advance and is nonrefundable.

Payment Terms:

Your ad space is reserved as soon as your payment is made. Please make payments to Echelon Design. We also except Paypal and Credit Card payments.

Payment is due prior to ad running. All sales are final. There are no refunds for early cancellation.

Graphic Design:

Echelon Design (EchelonDesignTeam.com) can help you design a custom ad based on your needs. A quote can be provided upon request.

Cycling Photography:

Echelon Design Photo (EchelonDesignPhoto.com) specializes in Action Sports and Cycling Photography for teams, events, commercial and editorial needs. We also feature a large selection of cycling stock photography.

Rotating Ads:

Depending on the demand for ad space, your ad may share space with another ad exchanging rotations.

Ad Lead Time:

Please allow 3 to 5 business days for review and testing.

We reserve the right to review and approve ad content and layout.

Contact SoCalCycling.com

Advertising / Marketing

Christy Nicholson, Partner / Designer
Email - christy@SoCalCycling.com
Phone - 909.621.2122
Web - SoCalCycling.com

Graphic Design / Marketing

Frank Sarate, Partner / Designer
Email - frank@SoCalCycling.com
Phone - 909.621.2122
Web - SoCalCycling.com

Stay Connected to SoCalCycling.com



Photos © Christy Nicholson / EchelonDesignPhoto.com



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Custom Marketing Products

Custom Sports and Event Marketing Products are perfect for companies, sports teams and events to represent your brand.

Echelon Design can assist you with a custom design and wide array of products to showcase your brand and company.

Marketing Collateral & Design

We can assist you with all of your design and printing needs.

- Flyers
- Catalogues
- Brochures
- Postcards
- Posters
- Logo Design
- Direct Mail
- Cycling Apparel Design
- Vehicle Graphic Design

Contact us for a quote