

CYCLING WEST CYCLING UTAH

2018 MEDIA KIT



**ROAD
MOUNTAIN
ADVOCACY
RACING
TOURING
TRIATHLON
COMMUTING**

- Print Ad Rates
- Publication Schedule
- Website Ad Info
- Flier & Poster Distribution
- About Us

CYCLING WEST & CYCLING UTAH

2018 Media Kit

We appreciate your interest in advertising in *Cycling Utah* and *Cycling West*.

Cycling Utah and *Cycling West* is published eight months a year, March through October. We print and distribute 12,000-15,000 copies of each issue. These are distributed throughout Utah, Wyoming, Idaho, Montana, western Colorado, N. Arizona, and Nevada at over 270 bike shops and tons of other high traffic locations, and various cycling events.

Cycling Utah and *Cycling West* is the primary source for cycling news, information and events in the mountain west region since 1993. We regularly feature articles on trails, advocacy and events, great photos, and the only comprehensive cycling event calendar in the region. Our readers range from recreational cyclists to racers, mountain bikers to touring cyclists, and the young to young-at-heart.

Advertising in *Cycling Utah* and *Cycling West* is a great way to promote your business to a dynamic and mobile readership. *Cycling Utah* and *Cycling West* is the hub for our cycling community. Your advertising supports *Cycling Utah* and *Cycling West*'s role in strengthening our cycling community, which in turn helps grow your business.

For a sample copy, please call us and we can send you one. Or, download our current issue at cyclingutah.com.

RATES ARE TENTATIVE for 2018 AND SUBJECT TO CHANGE

2018 Advertising Rates For Camera-Ready Ads

OPEN RATE

\$23 per column inch

DISCOUNT RATE

3 Issues, Events, Non-profits

\$22 per column inch

BETTER RATE

6 issues (3 issue rate for events)

\$20 per column inch

FULL CONTRACT RATE

All 8 Issues (6 issue rate for events)

\$19 per column inch

Rates are tentative and subject to change for 2018

(all rates are non-commissionable)

(Rates for ads 1/2 page and larger are discounted further. See next page for ad sizes and rates).

COLOR RATE

Spot or 4-color

+ 25%

Placement limited to center spread, back page, and other color pages to be determined.

SHOP DIRECTORY LISTING

For All Issues

including the **cycling utah** web site

\$150

(One-time charge)

WEBSITE

Advertise on the World Wide Web at www.cyclingutah.com

Banner ads: start at \$50 month.

Rates are monthly and

subject to change.

(see page 5 for details)

If you would like a web page for your business or event, we can provide this.

\$50 per hour for design

Hosting on the **cycling utah** web site is available.

MOUNTAIN WEST BICYCLING MAGAZINE

CYCLING WEST / *CYCLING UTAH* will publish eight times in 2018 beginning in March and concluding in late October.

DEADLINES

Advertising deadlines (subject to change) for publication year 2018 are as follows:

March Issue

Space	Ad	Publication
Reservation	Copy	Date
2/7	2/14	2/24

April Issue

Space	Ad	Publication
Reservation	Copy	Date
3/14	3/21	3/31

May Issue

Space	Ad	Publication
Reservation	Copy	Date
4/11	4/18	4/28

June Issue

Space	Ad	Publication
Reservation	Copy	Date
5/16	5/23	6/2

July Issue

Space	Ad	Publication
Reservation	Copy	Date
6/13	6/20	6/30

August Issue

Space	Ad	Publication
Reservation	Copy	Date
7/18	7/25	8/4

Fall Issue

Space	Ad	Publication
Reservation	Copy	Date
8/22	8/29	9/8

Winter Issue

Space	Ad	Publication
Reservation	Copy	Date
10/10	10/17	10/27

CYCLING UTAH & CYCLING WEST

1124 4th Ave; Salt Lake City, UT 84103 • (801) 328-2066

For advertising information contact Dave Iltis • (801) 328-2066 or dave@cyclingutah.com

www.cyclingwest.com

DISPLAY AD RATES (prices are per issue)

AD SIZE	Width ↔	Height ↑↓	Open Rate	Discount	Better	Full Contract	Add Color (+25%)	
			(1x)	(3x)	(6x)	(8x)		
Spread	21 inches	14 in.	\$2350	\$2200	\$2050	\$1900	+\$580-425	(+25%)
Full Page	5 columns	14 in.	\$1350	\$1250	\$1100	\$1000	+\$338-250	(+25%)
3/4 Page	5 columns	10 1/2 in.	\$1075	\$1025	\$925	\$900	+\$269-225	(+25%)
	4 columns	13.5 in.						
2/3 Page	5 columns	9 in.	\$940	\$895	\$815	\$795	+\$235-199	(+25%)
	4 columns	11.2 in.						
3 full	3 columns	13.5 in.	\$850	\$810	\$730	\$690	+\$213-173	(+25%)
1/2 Page	5 columns	7 in.	\$795	\$760	\$690	\$655	+\$199-164	(+25%)
	4 columns	9 in.						
	3 columns	12 in.						
2 full	2 columns	13.5	\$621	\$594	\$540	\$513	+\$155-128	(+25%)
	5 x 5	5 in.	\$575	\$550	\$500	\$475	+\$144-119	(+25%)
1/3 Page	4 columns	6 in.	\$552	\$528	\$480	\$456	+\$138-114	(+25%)
	3 columns	8 in.						
	2 columns	12 in.						
1/4 Page	4 columns	4 1/2 in.	\$414	\$396	\$360	\$342	+\$104-86	(+25%)
	3 columns	6 in.						
	2 columns	9 in.						
1/6 Page	4 columns	3 in.	\$276	\$264	\$240	\$228	+\$69-57	(+25%)
	3 columns	4 in.						
	2 columns	6 in.						
1/8 Page	3 columns	3 in.	\$207	\$198	\$180	\$171	+\$52-43	(+25%)
	2 columns	4 1/2 in.						
	1 column	9 in.						
1/16 Page	2 columns	2.25 in.	\$103.50	\$99	\$90	\$85.50	+\$26-22	(+25%)
	1 column	4.5 in.						
1 x 2	1 column	2 in.	\$46	\$44	\$40	\$38	+\$12-10	(+25%)

OTHER AD SIZES ARE AVAILABLE. PLEASE CALL FOR INFORMATION. WE CAN TAILOR AN AD TO FIT YOUR BUDGET OR YOUR LAYOUT.

Mechanical dimensions

Camera-ready and Digital artwork

(Column widths in inches)

1 column = 1.867 in.

2 columns = 3.9 in.

3 columns = 5.933 in.

4 columns = 7.967 in.

5 columns = 10 in.

Total image area of full page: 10 in. x 14 in.

Halftones 100 Line Screen

No Bleed

CLASSIFIED ADVERTISING

Classified advertising is available in **CYCLING WEST / CYCLING UTAH**.

Individual Rates: Priced by the column inch. Call for quote.

Commercial rates: Priced by the column inch. Call for quote. Commercial accounts will have the business name in bold face and borders upon request.

Payment must accompany advertising copy. No billing will be done. **CYCLING WEST / CYCLING UTAH** reserves the right to refuse any ad that contains copy in poor taste or is libelous in nature. Notify us within 7 days of publication of any typographical error that may reduce the value of the ad. Credit will be given to correct these errors. Sorry, no cash refunds.

Advertising deadlines are approximately the 20th of the month (see deadlines on preceding page).

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CYCLING WEST CYCLING UTAH

Camera-ready formats:

**Computer disk or email (preferred)
High quality printout (will be scanned)**

Ads are preferred via email (or dropbox if large). Please call with any questions.

CYCLING WEST / CYCLING UTAH is produced on a Macintosh using Adobe Indesign. Readable disks include CD or DVD. Please include your return address on submitted disks.

Artwork charges will apply to camera-ready ads of such quality that warrants makeover.

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AD FILE FORMATS

PDF Settings - Embed all fonts, press optimized. PDF - x/1a or Press Optimized PDF preferred.

Tiff Settings - 200 dpi or greater, CMYK color or Grayscale. Mac compatible, no compression.

JPG Settings - 200 dpi or greater, RGB color or grayscale, highest quality.

EPS Files - All images should be CMYK.

Illustrator - Outline all fonts.

Other formats are accepted. Please contact us for details. A hard copy or scanned proof may be required with other formats.

EVENT PROMOTERS

CYCLING WEST / CYCLING UTAH provides advertising space for bicycle event promoters at the Discount Rate. 3 or more issues qualify at the Better Rate. 6 or more qualify at the Full Contract Rate. Promoters are encouraged to provide camera-ready ads. Artwork charges will be applied when necessary.

FLIER/POSTER DISTRIBUTION

CYCLING WEST / CYCLING UTAH will also deliver brochures, posters, or flyers to bicycle shops in Utah and Idaho. (Display of flyers at shops is at the discretion of shop owners.)

Pricing (subject to change):

Zone 1: Wasatch Front (Provo, Salt Lake, Ogden, Logan, and Park City). Approximately 85 locations.

\$195 in conjunction with an ad

\$230 without an ad

Zone 2: Bike shops in the rest of Utah, S. Idaho, W. CO, WY, E. NV. Approximately 140 locations. • W. NV and Reno/Tahoe available (call for quote). • Utah Only (call for quote).

\$295 in conjunction with an ad

\$350 without an ad

[Rates are for the first item. Additional items are billed at 1/2 price.]

Flier and Poster Requirements

Fliers must be bundled in groups. We recommend 10-15 fliers per shop. Folded fliers may be rubberbanded. Sheet fliers (i.e. 8.5 x 11) must be binder-clipped. Recommended poster size is 11x17.

Posters: Posters are charged the same rate as fliers. Hanging of posters is left to the discretion of the shop owner. We recommend 1 poster per shop.

Zone 1: Posters may be delivered to us unfolded.

Zone 2: Posters must be folded to 8.5 x 11 or smaller.

Deadline for flyers is the same as the monthly Ad Copy deadline to insure delivery. Flyers will be delivered with the monthly issue of the paper. No other deliveries will be made until the next monthly issue.

Printing: We can have your poster printed. Call for details.

Fliers should be dropped off or sent to our office:

1124 4th Ave

Salt Lake City, UT 84103

INSERTS

We can insert your brochure in each copy of the paper. Call for a quote.

CIRCULATION

Cycling Utah and Cycling West is a free publication. We circulate 12,000 - 15,000 copies per issue (plus ~1500 downloads/month on our website) to over 300 locations in Utah, Idaho, Wyoming, Montana, Nevada, N. Arizona, and western Colorado including 150 high-traffic locations along Utah's Wasatch Front. Locations include bike shops, bookstores, fitness centers, coffee shops, and restaurants. We also distribute papers at many major Utah cycling events. Issues are also posted as pdf's on our website. Subscriptions are available for \$15/year.

ADVERTISING GUIDELINES

All advertising must be in good taste as to subject matter, illustrations and wording. Advertising that is considered offensive, misleading or detrimental to the public, the magazine or another advertiser will be refused publication.

Cycling Utah is responsible for the first insertion of any advertisement unless the advertisement has been submitted camera ready or has been approved by the advertiser.

If an error occurs, we will correct or reprint only the portion of the ad that was in error. If an error does not affect the ad value, no correction will be made.

Cycling Utah assumes no responsibility for errors after the first insertion. Advertisers must contact Cycling Utah of an error within 10 days after publication. It is the responsibility of the advertiser to check their ad for errors.

Proofs of advertisements will be provided upon request for the purpose of correcting typographical errors. Major copy changes after proof are not permitted. Ads received after deadline will not be proofed. Ad proofs will not delay publication.

DISTRIBUTION

If you would like to distribute Cycling Utah and Cycling West at your business, please call us to be added to our list. This is a free service.

PRINTING

Cycling Utah and Cycling West is printed on minimum 40% post-consumer Inland Empire hibrite 37#, 72-bright newsprint with soy-based ink.

ARTWORK CHARGES

We can design your ad.

Call for a quote • **\$50 per hour**

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CYCLING WEST CYCLING UTAH

WEBSITE

cyclingutah.com

Website Banner Advertising

cyclingutah.com is a great way to reach cyclists. Our website has tons of great resources, calendar information, our latest issue, and cycling content not found in the print edition.

We offer several banner sizes to meet your needs.

Leaderboard 728x90

10 rotations per ad slot available
\$50/rotation/month (\$500/mo for all)
1 ad slot

468x60 banner

6 rotations per ad slot available
\$50/rotation/month (\$300 mo for all)
1 ad slot

300x250 medium rectangle

10 rotations available
\$50/rotation/month (\$250 to \$500 for all)
2 ad slots

125x125 button

3 rotations per ad slot available
\$50/rotation/month (\$150/mo for all)
up to 7 slots available

120x600 skyscraper

120x240 vertical banner

Call for quote

Individual page sponsorships (such as our event calendar pages) or category specific ads available on request.

All ads are run of site unless otherwise noted.



Above: **cyclingutah.com** homepage [Not all banner sizes shown here].

Right: Inner page.



1 month minimum charge. 5% discount for 6 months prepaid. 10% discount for 12 months prepaid.

Files: Files sent should be gif or jpg. 30kb or less preferred. We can also link to a file that you host.

Flash will work too.

Web banner pricing and number of rotations per ad slot subject to change.

Web Traffic:

40000 page views/month
22000 visits/month
(12 month average, data from Google Analytics)

EMAIL NEWSLETTER

Our email newsletter has over 25000 subscribers. Sponsorships start at \$100/edition. E-newsletters are sent out generally 1-4 times per month. Call for details. (pricing subject to change)

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