



Online Advertising Rates 2008

Ironmanbikeride.org sees incredible traffic from dedicated cyclists starting in early January. **We received over 700,000 hits from January to May of 2007.** Each year over 50% of our riders register online. This represents thousands of dedicated, local cyclists.

Let ironmanbikeride.org drive customers to you.

In 2008 we are offering advertising on www.ironmanbikeride.org. We have completely redesigned our web site to be even more user friendly and up-to-date. Ads will be placed in the right column of the Registration page, the Ride Information page and the Routes page. **This ad will link directly to your web site, driving our customers to you.**

See more online: www.ironmanbikeride.org/webadvertising.htm

Two Ad Sizes:

<---240px --->



\$300 (\$150 non-profit rate)

<--115px -->



\$150 (\$75 non-profit rate)

You may purchase multiple ad blocks to place on multiple pages. Your ad will run for 12 months on ironmanbikeride.org. (Jan. 01 2008 - Dec. 31 2008). **See details section below.**

Sales Contact

- Jon Ridge (651) 251-1495; rideinfo@ironmanbikeride.org
- Tom Sullivan (562) 233-4022

MN Ironman Rider Stats 2007:

- > Total Registrations 2007: 5450
- > Male Riders: 70% | median age: 46
- > Female Riders: 30% | median age: 42
- > 40% of riders have ridden the Ironman 1-5 times before
- > 30% of riders receive Ironman information via the internet
- > 54% of riders pre-register online

Details

- Ads may be purchased in multiple squares, or placed on multiple pages.
- Ads will remain on www.ironmanbikeride.org until Dec. 31, 2008, driving customers to you all year long.
- Ads must arrive "web ready" by email at rideinfo@ironmanbikeride.org
- Acceptable format: .jpg, .gif, HTML. **NOTE:** Animation will not be allowed - however you may incorporate Rollovers.
- Please call the office with any technical questions - Jeremy Weizel, web master, 651.251.1495