



Advertising Program

Connect with the Central Oregon Bike Community

If you're looking to reach MTB and trail enthusiasts who live in, or are visiting Central Oregon, BendTrails is a great way to do that! We've spent over a year, and hundreds of hours building this comprehensive trail guide for mountainbikers — and every week we're adding more content to further build our community.

THE SITE IS COMPLEX, BUT OUR ADVERTISING PROGRAMS ARE SIMPLE:

LOGOS

Your logo will appear on our supporter, event and trail pages

Limited to 40 logos†

Cost is about 1¢ per exposure*

\$40 per month

\$440 per year (save \$40)

BANNER ADS

Your banner ad will appear on the home, blog and trail pages

Limited to 20 ads†

Cost is about 1¢ per exposure*

\$150 per month

\$1,700 per year (save \$100)

MAPS

Your business logo on our trail maps

Positioned at your location, clickable

Limited to 10 area businesses†

\$1,000 per year

\$50 one-time set-up

LOGO AND DISPLAY AD SPECIFICATIONS:

LOGOS

Larger file is better, we'll resize for the site.

Should be at least 400 pixels (on the smallest dimension)

Format: EPS, SVG, JPG, PNG, or GIF

SQUARE BANNER (STANDARD AD FORMAT)

300 pixels wide, 250 pixels tall

Format: JPG, GIF, or PNG (GIF animation allowed)

Max file size: 200k

HORIZONTAL BANNER (LEGACY FORMAT)

728 pixels wide, 90 pixels tall

Format: JPG, GIF, or PNG (GIF animation allowed)

Max file size: 200k

Terms you should know about:

Payment is billed either annually or quarterly depending on your individual contract agreement and is due in advance of exposure. Accounts which are not kept current will be suspended without notice. Accounts can be renewed at any time at the current rate (+ a \$50 reinstatement fee).

We reserve the right to change the terms and conditions of our sponsorship packages at any point in the future without notice.

In the near future, we'll be moving to a credit card based payment system, but currently, payments are only accepted as cash or check.

**Site traffic and cost per exposure are subject to change, are for ball-park reference only, and do not constitute a guarantee of exposure.*

†Our goal is to bring value and exposure to our sponsors. To that end, the number of ads/logos/sponsors accepted is based on our current level of website traffic. As the website traffic continues to grow so will these limits.

Sign Up Today!

Call Val Rekward at **541.610.6161** and we'll help you get some great exposure for your business.

Need help creating your ad materials? We can help you with that to. Just let Val know what assistance you need and she'll provide you with an estimate to get you up and running on **BendTrails.org**.



Insertion Order

ADVERTISER INFORMATION:

Company: _____

Contact: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Mobile: _____ Email: _____

SELECT TYPE AND NUMBER OF AD(S):

_____ **Logos:** \$40/mth billed quarterly (\$120), or 1 year prepay = one free month (\$440)

_____ **Banner Ads:** \$150/mth billed quarterly (\$450), or 1 year prepay saves \$100 (\$1,700)

How many banner ads would you like to purchase: _____

_____ **Map Logos:** \$1,000 per year + one-time \$50 set-up fee

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Agreed to by (Advertiser): _____ Date: _____

Accepted by (BendTrails, LLC): _____ Date: _____