



Austin on Two Wheels

THE ONLINE MAGAZINE OF AUSTIN CYCLING CULTURE



Austin on Two Wheels Sponsorship Packet

sponsorships@AustinOnTwoWheels.com

(512) 791-9874



Get your shop, product, or event in front of Austin's cycling community at *Austin on Two Wheels!*

Austin on Two Wheels (formerly *Austin Bike Blog*) is a site focused on all aspects of Austin cycling culture. We provide daily updates and coverage of Austin cycling related events (including a comprehensive online calendar), news on advocacy issues, reviews of local shops and bike products, and profiles of riders and people in the bike industry. We aim to be a one-stop-shop everything that touches cycling in Austin. With your sponsorship, you can help support this resource for the cycling community and increase your exposure to Austin cyclists for you business or event.

Sponsor Austin's Fastest Growing Cycling Site!

Austin on Two Wheels receives over 20,000 unique visits a month from people who are serious about cycling. 79% of our readers visit the site more than once a week. By sponsoring our site, you can be seen by Austin's growing bike culture.

More about our readers:

- 84 % live in the Austin Metro Area
- 52% own 3 bikes or more
- 57% ride everyday, and additional 40% ride several times a week
- 76% ride 25 miles or more a week
- 94% use their bikes for transportation, 63% for recreational road riding, 31% for mountain bike riding, and 43% race
- 60% are male
- 27% are 18-34, 45% are 35-49, and 24% are over 50 years old
- 21% earn \$30-60k/year, 30% earn \$60-100k/year, and 34% earn over \$100k/year
- 49% have a college degree, and 23% have a graduate school degree

Source: Site stats and 2009 reader survey.

Austin on Two Wheels Sponsorship Levels

Sponsorships of *Austin on Two Wheels* is a incredible value for the amount of exposure to Austin's cycling community. Event promoters, see our special rates for co-sponsorship on page 4.

Platinum Level- \$250/month, 6 months for the cost of 5 (\$208/month)

- Limited to one sponsor at any one time
- 800x100 pixel banner ad at the top of the site
- Listing with a link to your site as a sponsor on our side bar
- Profile article about your sponsorship the first month you become a sponsor
- Eligible for a followup post once a month thereafter to announce new products, services, specials, or sales.

Gold Level- \$200/month, 6 months for the cost of 5 (\$167/month)

- Limited to one sponsor at any one time
- 580x100 pixel banner ad at the top of the article on each page
- Listing with a link to your site as a sponsor on our side bar
- Profile article about your sponsorship the first month you become a sponsor
- Eligible for followup post once a month thereafter to announce new products, services, specials, or sales.

Silver- \$120/month, 6 months for the cost of 5 (\$100/month)

- Rotating 320x100 pixel banner ad on the right side bar of each page
- Listing with a link to your site as a sponsor on our side bar
- Profile article about your sponsorship the first month you become a sponsor

Bronze- \$60/month, 6 months for the cost of 5 (\$50/month)

- Rotating 150x100 pixel banner ad on the right side bar of each page
- Listing with a link to your site as a sponsor on our side bar

Basic- \$30/month, 6 months for the cost of 5 (\$25/month)

- Rotating 4 line text advertisement on side bar (limit 100 characters, 25 character/line)

Sponsor submission info

Payment

Payment for the first month must be received before the ad begins running. Payment may be made by credit card via the Paypal link on our site or by check to: Austin on Two Wheels, ATN: Elliott McFadden, 4032 S Lamar Ste 500 Box 146, Austin, TX 78704. Prorated rates are available if you wish to begin sponsorship mid month with at least one additional month, but 6 month discounts require a full 6 month commitment. Monthly sponsorship payments must received no later than the 1st of each month, whether sponsoring month to month or 6 month commitment. Failure to make payment by the 5th of the month will result in the removal of your sponsor ad and listing on the site. Once a 6 month commitment has expired, you will be billed at the month to month rate until you make another 6 month commitment.

Ad Design

Ads should be submitted to sponsorships@austintontwoheels.com. Ads should be at least 72 ppi and be formatted as a JPEG, GIF, or PNG. Animated ads are not allowed and must be approved by *Austin on Two Wheels* editors for content. Please include the web address you wish to have the ad linked to as well as your link in the sponsor listing if it is different. Austin on Two Wheels will design your ad upon your request for a \$50 design fee per ad. Sponsors making a 6 month commitment are eligible for one free ad design every 6 months. Ads may be changed once a month. Side bar ads (Silver, Bronze, and Basic) are rotated in position once a day.

Full Disclosure

Austin on Two Wheels is a news and information site and stands by journalistic ethics. If you elect to be a sponsor, we will disclose that you are a sponsor of our site in any posting that mention you during your sponsorship. You may submit products, services, or events for review by our site, but your sponsorship will not effect the content of the review.

Are you trying to promote an event to Austin cyclists?

Charity Rides

Festivals

Triathlons

Cyclocross Races

criteriums

Alleycat Races

Organizational Meetings

Adventure Races

Clinics and Classes

Duathlons

Time Trials

Mountain Bike Races

Take advantage of our Special Pricing for Event Sponsorships

Austin on Two Wheels is committed to promoting cycling events in Austin as part of our vibrant and growing bike culture. Whether it is a charity ride, race, clinic, or social event, we'd like to help make your event a success. To organizers of cycling related events, we offer a co-sponsorship package with special discounts and promotions. At the same time, we'd like your help in promoting our site as a continuing resource for your event participants.

Premium Co-Sponsorship for maximum exposure

Austin On Two Wheels will:

- List your event on our calendar and feature it in our event calendar round up the week of the event
- Commit to writing five article posts about your event (see story suggestions below)
- Send a reporter to cover your event
- Give you ad space at the 6 month discount rate listed on page 2 regardless of the number of months you advertise (Excludes Basic Level Rate)

Your event will:

- List *Austin On Two Wheels* as a sponsor of your event on your website, in communications with your participants, and on promotional materials and mention us as a sponsor at the event.
- Allow *Austin On Two Wheels* to put a promotional flyer for our site in participant packets if applicable.
- Purchase ad space on our site (receiving the 6 month rate) from the beginning of the co-sponsorship through the date of your event (Excludes Basic Level Rate)

Standard Co-Sponsorship for exposure on a budget

Austin On Two Wheels will:

- List your event on our calendar and feature it in our event calendar round up the week of the event
- Commit to writing three article posts about your event (see story suggestions below)

Your event will:

- List *Austin On Two Wheels* as a sponsor of your event on your website, in communications with your participants, and on promotional materials and mention us as a sponsor at the event.
- Allow *Austin On Two Wheels* to put a promotional flyer for our site in participant packets if applicable.

Suggested *Austin On Two Wheels* stories about your event

- Announcement of your event or beginning of registration
- Profile story about the history of your event and/or the event organizer
- Dedicated reminder post just before your event or registration deadline
- Coverage of the event day
- Wrap up article and announcement of the next occurrence of the event.

Austin on Two Wheels

Sponsorship Levels and Benefits

When you sponsor Austin on Two Wheels, not only are you supporting a great resource for the Austin cycling community you also get great exposure to our thousands of loyal readers.

	Basic	Bronze	Silver	Gold	Platinum
Recognition					
Sponsor Listing with Link		✓	✓	✓	✓
Sidebar Link Text Listing	✓				
Banner Ad		✓ Rotating Side Bar 150x100 pixel	✓ Rotating Side Bar 320x100 pixel	✓ Top of article 580x100 pixel	✓ Top of site 800x100 pixel
Reserved Banner Placement				✓	✓
Site Posts					
Introductory post at start of sponsorship			✓	✓	✓
Followup Posts				1 post/month	1 post/month
Costs					
Monthly Rate	\$30	\$60	\$120	\$200	\$250
6 Month Sponsorship	\$25/month \$150 total	\$50/month \$300	\$100/month \$600 total	\$167/month \$1050 total	\$208/month \$1250 total
Savings over 6 Months	\$30	\$60	\$120	\$200	\$250

Special Pricing for Event Co-Sponsorships

	Standard Event Co-Sponsorship	Premium Event Co-Sponsorship
Benefits provided by A2W		
A2W Calendar Listing	✓	✓
Listing in weekly event post for the week of event (or week of reg deadline)	✓	✓
Articles written about event	3 posts	5 posts
A2W reporter attends and reports on event		✓
Banner Ads on A2W site		Yes, size determined by chosen Bronze- Platinum sponsor level
Benefits you provide to A2W		
List Austin on Two Wheels as a sponsor in communications and on promotional materials	✓	✓
Allow A2W to put a promotional flyer for the site in event packet	✓	✓
Allow A2W to staff booth at event	✓	✓
Cost	Free	Bronze- Platinum 6 month rate