

# Advertising



## Advertise in the TD Bank Five Boro Bike Tour Official Event Program!

*Support America's largest cycling event  
while reaching 30,000 riders!*

The TD Bank Five Boro Bike Tour, America's largest cycling event, attracts 30,000 cyclists to New York City each spring for an unforgettable 42-mile ride through traffic-free streets. Cyclists from the Northeast and beyond know that there's no better way to see New York!

The Official Event Program is given to 30,000 registered riders along with city officials, sponsors, VIP guests and volunteers. Frequently saved as a souvenir of a memorable ride through New York City, the Program was rated as "Good" or better by 81% of 2009 Tour participants surveyed regarding its quality and appearance.

Boost your business—and support the Tour—by advertising in the Program. Advertisers may be eligible for other benefits as well, including discounted exhibiting space at the Tour-ending Festival.



**92% of participants  
read the Program**

### Advertisers reach 30,000+ enthusiastic cyclists:

- 50% are ages 26-45
- 63% are male, 37% are female
- 76% are from the Tri-state area (NY, NJ, CT)
- 73% are regular cyclists
- 44% have a Facebook account
- 17% plan to purchase a new bicycle in the next year, with 44% of those planning to spend at least \$1,500
- 77% own a motor vehicle
- 49% have a household income of \$100k or more
- 56% are married, 30% have a child at home
- 84% have a college degree
- 70% work in professional/managerial jobs



**Rates and Specifications →**



# Advertising



Ad Size	Dimensions (w x h)	Rate B/W	Rate Color
Full page	7 1/2" x 10" no bleed 9" x 11 1/2" with bleed	\$1,380 <input type="checkbox"/>	\$1,960 <input type="checkbox"/>
Two columns (two-thirds page)	4 15/16" x 10"	\$1,105 <input type="checkbox"/>	\$1,580 <input type="checkbox"/>
Half-page horizontal	7 1/2" x 4 7/8"	\$870 <input type="checkbox"/>	\$1,330 <input type="checkbox"/>
One column (one-third page)	2 3/8" x 10"	\$695 <input type="checkbox"/>	\$1,010 <input type="checkbox"/>
Quarter-page horizontal	7 1/2" x 2 5/16"	\$590 <input type="checkbox"/>	\$860 <input type="checkbox"/>
Quarter-page vertical	3 1/3" x 4 7/8"	\$590 <input type="checkbox"/>	\$860 <input type="checkbox"/>
One-sixth vertical	2 3/8" x 4 7/8"	\$515 <input type="checkbox"/>	\$765 <input type="checkbox"/>
One-eighth horizontal	3 1/3" x 2 5/16"	\$460 <input type="checkbox"/>	\$705 <input type="checkbox"/>
Business card	2 3/8" x 1 1/2"	\$205 <input type="checkbox"/>	\$295 <input type="checkbox"/>

**To place an ad**, check off appropriate ad rate above. Complete the information below and fax to (212) 932-3206.

\_\_\_\_\_  
Company

\_\_\_\_\_  
Name of person placing order

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
E-mail

\_\_\_\_\_  
Mailing address

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**Ad Specifications:** Transmit a stuffed or zipped file electronically, or provide digital artwork on a CD with an accompanying print and file listing for reference. Use the advertiser name for the file, and label your disk and hard copy clearly as well. Artwork must be in CMYK (no RGB or spot colors), and photos and other graphic elements must have a resolution of at least 300 dpi. Accepted file formats include EPS, QXD, INDD, or PDF; be sure to include or imbed all fonts and images. Any art not submitted at the proper size will be altered at the discretion of the publisher for an additional charge. The publisher reserves the right to refuse any advertisement deemed unacceptable.



**Event Date:** May 2, 2010

**Program Coverage:** Articles, photos, cycling news, and Tour information

**Size:** 40 pages, 8 1/2" x 11"

**Distribution:** March 15, 2010

**Reserve by:** January 8, 2010

**Artwork and payment due:**  
January 29, 2010

**New advertisers must prepay.**

**Cancellations accepted only up to the reserve by date.**

**Questions?**

Contact:  
Carlie Brown  
Sponsorship & Marketing Director  
Bike New York  
(212) 932-2453 x165  
carlieb@bikenewyork.org

**Please send disk, payment, and artwork to:**

carlieb@bikenewyork.org or  
Program Ads  
Bike New York  
891 Amsterdam Avenue, #101  
New York, NY 10025

