



*We bring more people to your event*

*We  
Promote  
Your  
Event*

- 50,000 regional cyclists
- Robust social media following
- State-wide calendar of events
- Innovative, compelling campaigns
- More!

ORbike.com

 @ORbike

 @ORbike

*Our readers regularly sign up for supported rides.  
(We have you riders)*



## *Our Audience*

### About our Readers

They ride **3-4 supported (paid) events** a year

Average age: 50

95% Pacific Northwesterners

90% Oregonians

55% Male

45% Female

Willing to travel to the start line

# 80%

Say they spend a "significant portion" of their income on **outdoor lifestyle** and **healthy living** purchases.

# LASTING REACH

*This is a campaign  
(Not simply an ad)*



## What You Get

Newsletter articles  
Website articles  
Social media excitement  
Our full support + expertise!

### **A CAPTIVE AUDIENCE - EVERY DAY**

Our readers come to us to find their next bike event.

We are former event organizers:  
we know you and we know your target audience.

We know how to highlight the unique features of your event  
that will help you stand out from all the other regional events.

We talk with your audience **every day**.

# Select Your Perfect Package



\$380

## Energy Bar

- Website article.
- Featured event in the newsletter calendar.
- 10 tweets.
- 3 Instagram posts.
- (No newsletter article)

\$575

## Rest Stop

- Newsletter article to 50,000 cyclists.
- Website article.
- Featured event in the newsletter calendar - 1 month
- 20 tweets.
- 5 Instagram posts.

\$990

## Finish Line Party



Most Popular

- 2 newsletter articles to 50,000 cyclists
- Website article.
- Featured event in the newsletter calendar - 2 months
- Featured event on the website.
- 35 tweets.
- 7 Instagram posts.
- Newsletter calendar listing all season long  
*Constant, repeat exposure to 50,000 cyclists!*

\$1,420

## Complete Package

\$570 DISCOUNT!

How would you like to have the attention of 50,000 cyclists  
**ALL TO YOURSELF?**

### INCLUDES ALL THIS:

- Exclusive newsletter article 50,000 cyclists.
- 2 Additional newsletter articles
- 2 Website articles.
- 3+ months of tweets.
- 8 Instagram posts.
- Complimentary post-event report
- Newsletter calendar listing all season long  
*Constant, repeat exposure to 50,000 cyclists!*
- A newsletter branded for your event.  
Talking **only** about **your** event.

FOR EVENTS THAT  
REALLY MEAN IT!

# Leverage your campaign

## A La Carte Services

*Add these on for extra impact*

<b>BOOST! EASY!</b> More social media + website article	\$175
Featured event in newsletter calendar	\$60
Featured event on website - 2 weeks	\$200
Newsletter banner ad	\$290
Website sidebar ad - 2 weeks	\$150
Website banner ad - 2 weeks	\$300
Dedicated newsletter	\$1,000
We maintain YOUR social media - Basic	\$1,700
We maintain YOUR social media - Premium	\$4,000



# Join the Movement!

*Don't Forget!*

It's always free to add  
your event to our  
statewide calendar.

## CONTACT

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