

A high-angle, wide shot of a massive crowd of cyclists at the start of a race. The cyclists are packed closely together, filling the entire frame from the foreground to the background. They are wearing various colored jerseys and helmets, creating a vibrant, multi-colored mosaic. The perspective is from above, looking down on the race.

OR BIKE

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.
(These are your people)*



Our Audience

About our Readers

Average age: 45
90% - Oregonians
55% male
45% female
Ride 3-4 events a year
Willing to travel to get there

80%

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

LASTING REACH

This is a campaign - not 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.

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

Select Your Perfect Package

\$350

Energy Bar

- Website article.
- Featured event in the newsletter calendar.
- 10 tweets.
- 3 Instagram posts.

\$550

Rest Stop

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

Most Popular



\$990

Finish Line Party

- 2 newsletter articles to 50,000 cyclists
- Website article.
- Featured event in the newsletter calendar.
- Featured event on the website.
- 35 tweets.
- 7 Instagram posts.

\$1,420

Dedicated Newsletter

How would you like to have 50,000 cyclists all to yourself?

INCLUDES ALL THIS:

- Newsletter article 50,000 cyclists.
- 2 Newsletter articles
- Website article.
- 3+ months of tweets.
- 5 Instagram posts.

• A newsletter branded for your event.

Talking only about **your** event.

SWEET!

Leverage your campaign

A La Carte Services

Add these on for extra impact

Featured event in newsletter calendar	\$60
Featured event on website - 2 weeks	\$200
BOOST! More social media + website article	\$175
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

Ayleen Crotty

Ayleen@ORbike.com

(971) 221-7228

