

## Web Advertising Rates: 2010

Placement	Size	Cost per 1000 impressions
Small Ad	160 x 160 (2.13 x 2.13 in.)	\$10 CPM
Large Ad	160 x 320 (2.13 x 4.27 in.)	\$15 CPM
Forum Banner (This size only placed on our forums)	728 x 90 (9.71 x 1.2 in.)	\$20 CPM

- All ads are ROS (run of site, not page specific) in the following sections of our website:  
Routes and Mapping, *Adventure Cyclist* (Publications Archive and Companions Wanted), Cyclists' Yellow Pages  
Adventure Cycling Blog, Adventure Cycling Forums.
- The Forum Banners will only run in the forum section of our website but will be ROS within that section.
- All ads are guaranteed 25% of placement, rotating with no more than three other ads.
- Geo-targeting available.
- Only standard static web ads offered, no flash/rich media.
- Ads should be 72dpi with a maximum size of 40k.
- Ads should be in gif or jpg formats.
- Advertisers must include the URL that you want to direct the ad to with your submission.

## Stats/Demographics

### Blog

5,200 visits / month

10,000 pageviews / month

Average time on blog: 2 minutes

### Website

89,000 visits / month

542,000 pageviews / month

Average # of pages/visit: 6.5

Average time on site: 5 minutes

### Forums

Over 7,000 members

Over 19,000 posts

Over 3,600 topics

To add a new listing to the Cyclists' Yellow Pages online, go to [www.adventurecycling.org/cyp](http://www.adventurecycling.org/cyp) and click on "Submit New Listing."

For ads purchased on Adventure Cycling's website, the billing period begins on the first day of the month and ends on the last day of the month. The amount billed will be based on the amount of impression an ad receives per month.