

## 2006 Advertising Rates for wicycling.org

Audience: Road, cyclocross

Hits: Approx. 5,000/month

Peak: March - October

### **Left Side Bar (example: Planet bike, Superweek, Nature Valley)**

Width: no wider than 200 pixels, height: approx. 60-100 pixels

Rate: 1 year: \$350

6 months: \$200

3 months: \$50

1 month: \$25

### **Headline Ad (below the Main header)**

470 pixels wide by 60 pixels tall

Rate: 1 year: \$500

6 months \$300

3 months \$150

1 month: \$100

### **Footer Ad (Reserved)**

### **Special Promotions**

*Guess the Rider Game*: updated 2 x month (sometimes more) with a photo of a WCA rider.

Winner is the person with the first correct guess of the rider's name and occasionally, other trivia about the mystery person. Promotion includes a banner ad for six months (left side bar).

Guess the Rider Road Rate (six months, March – August): \$300

Guess the Rider Cyclocross (three months, September – November): \$100