



A Cascade Bicycle Club Event



Expo program sales contact:

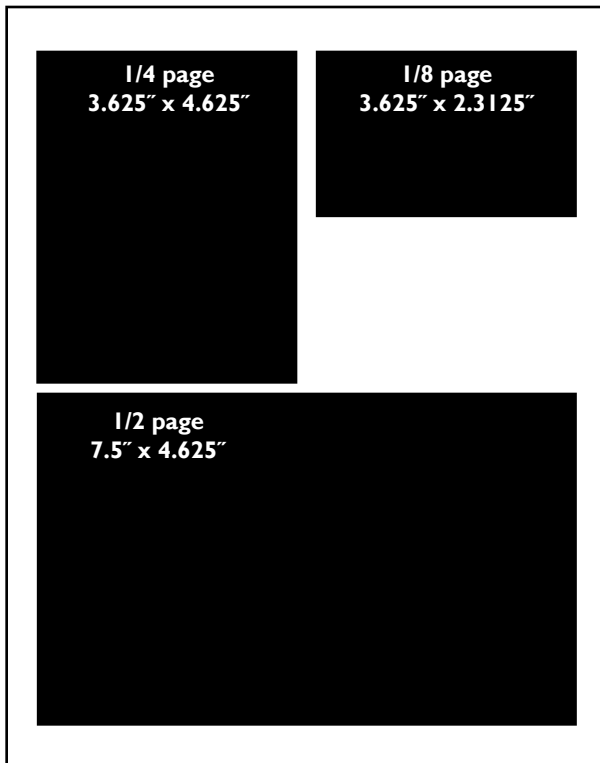
**Erica Meurk**

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## PROGRAM ADVERTISEMENT INFORMATION

### AD SIZES AND PRICING:

1/8 page .....	\$125.00
1/8 page - COLOR .....	\$175.00
1/4 page .....	\$225.00
1/4 page - COLOR .....	\$350.00
1/2 page .....	\$425.00
1/2 page - COLOR .....	\$525.00



### DEADLINE & POLICY

- X Advertisement page selection and placement is on a first-come, first-served basis.
- X Artwork must be received by **Feb. 15, 2009**.
- X In general, we will not run advertisements that occur on conflicting dates with Cascade events. Please see our website for a list of events: [www.cascade.org/EandR/](http://www.cascade.org/EandR/).
- X **Cascade Bicycle Club reserves the right not to accept advertisements that we feel conflict with the mission and goals of our organization.**

### CIRCULATION & DISTRIBUTION

The Seattle International Bicycle Expo Program is distributed directly to 8,000 event attendees.

#### Gender:

X 30% Female X 70% Male

#### Age:

X 15% under 25  
 X 20% ages 25–34  
 X 29% ages 35–44  
 X 31% ages 45–54  
 X 15% 55+

#### Income:

X 16% >\$50,000  
 X 21% \$50–\$75,000  
 X 22% \$75–\$100,000  
 X 25% \$100–\$150,000  
 X 16% \$150,000+

### EVENT INFORMATION

- X Dates: March 14 - 15, 2009.
- X New location! Hangar 30, Magnuson Park.
- X More than 150 exhibits of bikes, accessories, events and travel.
- X Feature presentations on training, health, nutrition and more.
- X **Website:** [www.cascade.org/EandR/expo/](http://www.cascade.org/EandR/expo/)

### MECHANICAL/ARTWORK REQUIREMENTS

- X The Program will be printed in 4-color (CMYK) format.
- X Advertisements must be submitted as Grayscale or CMYK, **no RGB and no spot colors**.
- X Advertisement artwork must be submitted camera-ready.
- X Files must be submitted at 100% of their final printed size in high resolution.
- X PDF (press output), EPS and TIFF formats at a resolution of 300 dpi will offer the best reproduction quality.
- X We **do not accept** Quark, Microsoft Word, Publisher, Power-Point, or Corel Draw files.
- X We do not accept JPEGs or GIFs.
- X Files must contain **no embedded fonts**. Use paths instead.
- X Files may be sent via email at the above address or we can download them from your FTP server.
- X **Important note:** All advertisements for bicycle events must require helmets. We suggest the following language: "Helmets approved by CPSC, SNELL, ASTM or SNSI are required for this event."

Send artwork to: [erica.meurk@cascadebicycleclub.org](mailto:erica.meurk@cascadebicycleclub.org)