



CycleNews.com was the first motorcycle publication on the World Wide Web when it was launched in 1995. Powered by the news-gathering resources of Cycle News, **CycleNews.com** is updated daily or whenever motorcycling news breaks anywhere around the world. In addition to providing results, point standings and developments in motorcycling racing, CycleNews.com is the leading internet source for news and information on the sport and industry, new models and personalities. **Advertising opportunities include banner impressions, streaming video, sponsorships of interactive features, online research and much more.**

TRAFFIC

CycleNews.com is currently serving about 6 million page views monthly. These impressions are viewed by about 1.1 million visitors monthly.

CycleNews.com reaches about 200,000 Unique Visitors each month.

TARGETING

Advertising impressions can be targeted to numerous market segments. By scheduling banners to be associated with specific editorial content, the advertising message can be focused and made more effective. These content areas include Homepage, Race Results, Regional Events, MX/SX, Road Racing, Off-Road, Flat Track and many more.

RATES

Ad Banners are priced at \$25 per thousand impressions (\$25 CPM) for standard banners. Large banners (300X300) and banners with video are \$50 CPM.

One impression is counted for every page view that contains the advertiser's banner. The number of impressions to be served is guaranteed. Complete banner performance statistics can be tracked in real time on a secure web page that can be accessed with a username and password that is provided to the advertiser. Third party tracking is also available.

Examples at \$25 CPM

20,000 Impressions	\$500
50,000 Impressions	\$1,250
100,000 Impressions	\$2,500
250,000 Impressions	\$6,250

SPECIFICATIONS & REQUIREMENTS

Audio, Video and/or Expandables must be user click-activated.

Cycle News IAB STANDARD BANNERS

Dimensions	Site Locations	Availabilities
300X300	Multi Pages	Animation, Audio, Rich Media, Expandable, Video.
728X90	Multi Pages	Animation, Audio, Rich Media, Expandable, Video.
468X60	Sub Pages	Animation, Audio, Rich Media, Expandable, Video.
234X60	Multi Pages	Animation.

STATIC BANNER

File Type:	Gif, Jpeg, etc.
Dimensions:	Any Cycle News IAB Standard Banner.
Max File Size:	40Kb
Cost:	\$25 CPM, 300X300 is \$50 CPM

RICH MEDIA BANNER

File Type:	Flash, Java, etc.
Dimensions:	Any Cycle News IAB Standard Banner
Max File Size:	40Kb
Audio:	User Click Activated, Close Button Required.
Animation:	Auto Initiated, Max 15 Seconds, Looping Unltd, Max 24 fps.
Cost:	\$25 CPM, 300X300 is \$50 CPM

EXPANDABLE BANNER

File Type:	Adobe, Flash, etc.
Expansion:	Roll Over to expand, Must retract on Roll Out, Close Button Required.
Dimensions:	468X60 May expand to Max 800X400 728X90 May expand to Max 728X270 or Max 800X270 300X300 May expand to Max 800X600
Max File Size:	Initial 40Kb, Max expansion 2Mb
Audio:	User Click Activated, Close Button Required.
Animation:	Auto Initiated, Max 15 Seconds, Looping Unltd, Max 24fps.
Cost:	\$25 CPM, 300X300 is \$50 CPM

VIDEO BANNER

File Type:	.Swf, etc.
Dimensions:	468X60 728X90 300X300
Max File Size:	4.4Mb
Audio:	User Click Activated, Close Button Required.
Video:	Auto activated to reveal play/pause/stop and audio controls. Max Load Loop 15 seconds, Max 60 seconds after Reader Click. Max 24fps. Must have visible play/pause/stop controls.
Cost:	\$50 CPM