

Park City Mountain Biking

2016 MEDIA KIT

30K

Monthly Impressions

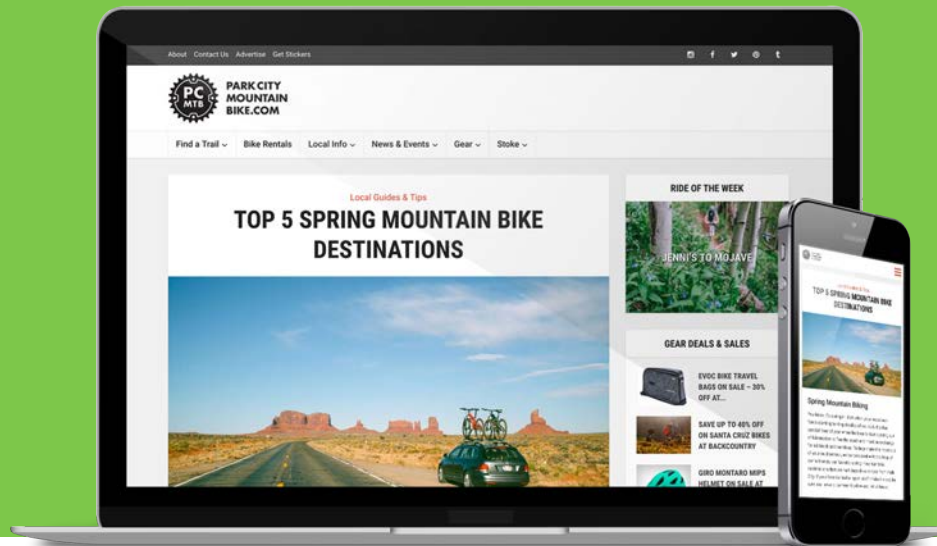
100%

Organic Growth & Traffic

#1

Search Result On Google

Organically Grown Traffic for Maximum User Engagement



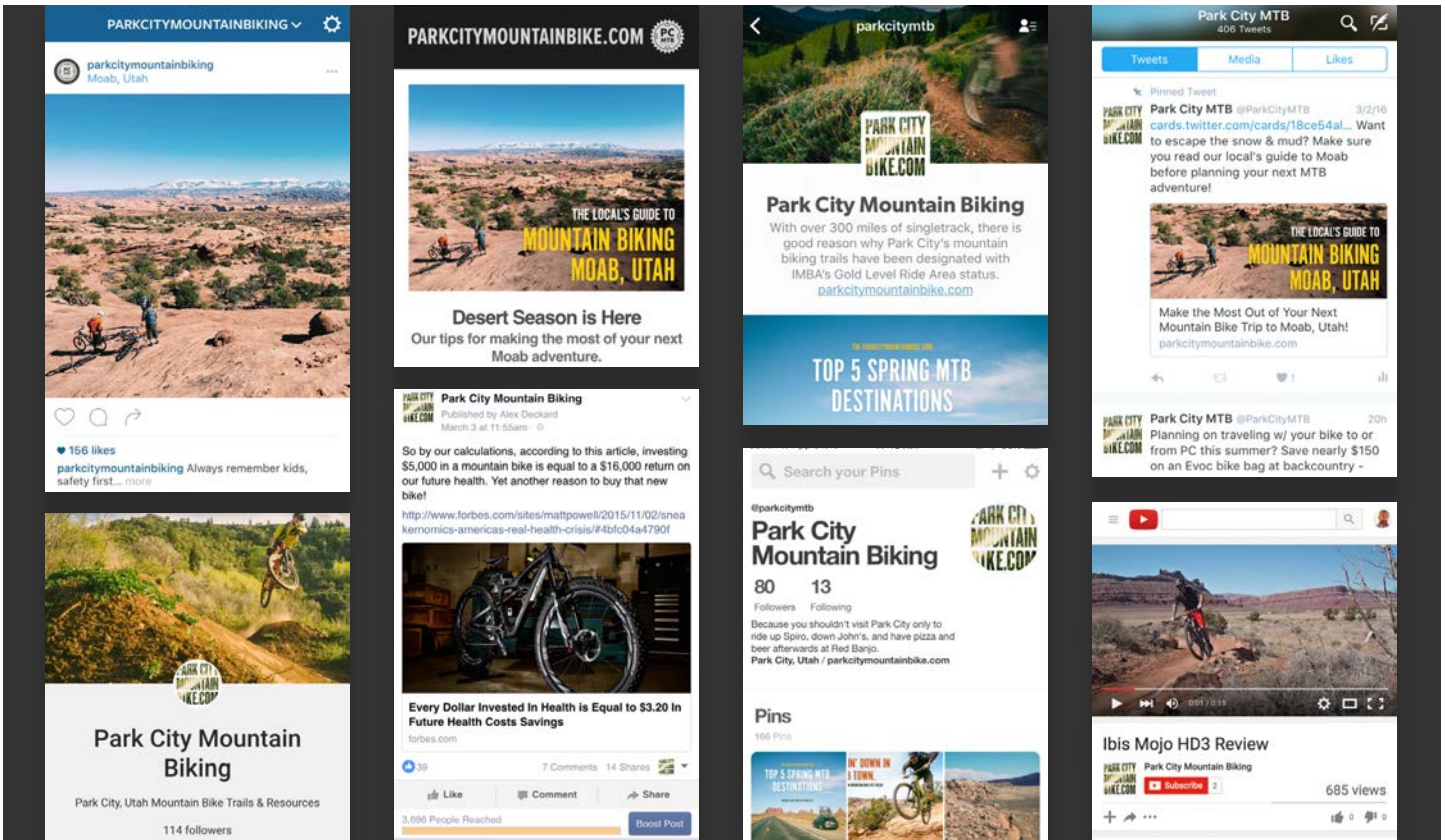
Make an impression, or rather 30,000 of them.

Parkcitymountainbike.com exists to promote a culture of cycling within the Wasatch and beyond. The site features trail write-ups & conditions updates, trip reports, gear, lodging, and local business recommendations, as well as an array of original and curated material to a targeted and engaged audience. Our content is optimized for search and ranks first page, often within the top few results for Park City related mountain bike search terms. In addition to audience exposure, **by linking to your brand or business on our site, we're providing a high value backlink that will in-turn boost your site's ranking and search presence on Google.**

- **30,000** Page views (impressions) a month
- **15,000** User reach & **5,000** engagements a month on Facebook
- **Ranks #1** for "Park City mountain bike trails" search term
- **Ranks Top 3** for popular trail search terms such as: "flying dog trail" (1), "armstrong spiro" (1), "wasatch crest trail" (2), etc...
- **Ranks First Page** for product review search terms such as: "Ibis Mojo HD3 Review," "Osprey Zealot Review," "Giro Terraduro Review," etc...

*30,000 Impressions based on Google Analytics monthly page views and Facebook Insights metrics.

*Google page rankings based on search results as of April 1, 2016.



Our Channels & Audience

We're creating content and broadcasting across our channels daily. When you advertise with us, be assured that we're actively driving targeted traffic from visitors who are engaged with the site and it's partners. Our core audience is made up of savvy consumers and cyclists who are based in the mountain west, or are planning a vacation in the area.

Active Media Channels & Platforms

Instagram
Google+

Email
Facebook

Tumblr
Pinterest

Twitter
YouTube

Audience Demographics

- 65% Of our audience is between the ages of 25-44
- 62% Male & 38% Female
- Top Locations: Utah (32%), California (15%), Colorado (6%)

*User data based on Facebook Insights & Google Analytics as of April 1, 2016

Premium Advertising Packages

TITANIUM

\$225/month

or \$2,475/year

- 5 - 350x350px sidebar ads (can be upgraded to 350x700px for \$20/ad)
- 2 Unique ad creative options
- Ads stay fixed at top of page
- Includes custom artwork/creative
- Top 10 page placement
- Limited to 3 Silver Level Sponsors
- Logo on Featured Sponsors Page
- **Pay for a year in advance and get 1 month free!**

CARBON

\$325/month

or \$3,575/year

- Global site header & footer premium ad space - 728x90px
- 5 - 350x350px sidebar ads (can be upgraded to 350x700px for \$20/ad)
- 3 Unique ad creative options
- Includes custom artwork/creative
- Yearly commitment includes 1 Free Sponsored Post (\$750 value)
- Guaranteed to be exclusive advertiser on 2 top ten pages
- Limited to 1 Carbon Level Sponsor
- Logo on Featured Sponsors Page
- **Pay for a year in advance and get 1 month free!**

STEEL

\$125/month

or \$1,375/year

- 3 - 350x350px sidebar ads (can be upgraded to 350x700px size for \$20/ad)
- Artwork must be supplied by client and approved by PC MTB
- Top 15 page placement
- Logo on Featured Sponsors Page
- **Pay for a year in advance and get 1 month free!**



Single Ad Buys

\$50/month per page

- Traditional 350x350px square sidebar ads
- +\$20/ad for tall rectangle (350x700px size)
- Logo on Featured Sponsors Page
- **Pay for a year in advance and get 1 month free!**



Sponsor a Trail Page

from **\$35/month***

- 350x100px Logo (links to site or custom URL)
- Logo on Featured Sponsors Page
- **Pay for a year in advance and get 1 month free!**

*Price based on rank of trail page

Social Media & Asset Packages

ASSET - BASIC

\$650

- PC MTB works with you to create an asset package that you can utilize for your website, digital marketing, and social media channels.
- 10 Hi-Quality Images w/ Social Media appropriate captions.
- Optimized for use on channels.
- 10 Mentions across our channels.

ASSET - PREMIUM

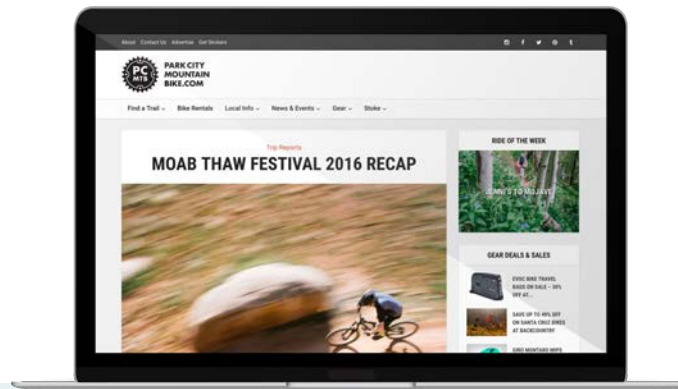
\$1,200

- PC MTB works with you to create an asset package that you can utilize for your website, digital marketing, and social media channels.
- 2 - 30 second shorts or 1 - 1:30 short for use on social media channels.
- 10 Hi-Quality Images w/ Social Media appropriate captions.
- Optimized for use on channels.
- 10 Mentions across our channels.

MENTIONS

\$150

- 10 Mentions across our channels.
- Mentions are optimized for each channel.
- Uses existing assets owned by PC MTB or supplied by client.



Sponsored Content \$750

PC MTB works with you to craft an editorial piece around your product, brand, or service that aligns with our audience's interest.

- Includes Sidebar Sponsorship Logo
- Exclusive Advertiser of Page/Post
- 250-300 Words
- 5 Hi-Quality Images
- 10 Page Mentions Across Channels