

SNOW • MOTO • OFF-ROAD

SXS • ADVENTURE • MTB

SNOW • MOTO • OFF-ROAD

ADVENTURE • MTB

The logo for 'rideX365' is centered in the image. It features the word 'ride' in a white, italicized, sans-serif font with a black outline. The letter 'X' is a large, stylized orange 'X' with a white outline and a black drop shadow. To the right of the 'X' is the number '365' in the same white, italicized, sans-serif font with a black outline as 'ride'.

# rideX365

2017-18 MEDIA KIT

WEBSITE

SXS • ADVENTURE • MTB

SNOW • MOTO • OFF-ROAD

SXS • ADVENTURE • MTB

PODCAST

SNOW • MOTO • OFF-ROAD



## OVERVIEW

WEBSITE | DIGITAL MAGAZINE | PODCAST

### Website

RideX365.com is the cornerstone of our media platforms, featuring daily updates, industry news, team media, race reports, photo galleries, videos, product reviews and feature stories; including lifestyle and fitness.

Original content features team and rider photo sessions and video reports from test tracks and race shops and behind-the-scenes profiles on the stars and support staff who make up the sports of snow, moto and off-road racing.

### Digital Magazine

Introduced in 2015, our digital magazine is a giant leap forward in providing our followers with a place to read in-depth stories about their favorite athletes, teams and brands. Image-driven, these flip book style pages also provide an outlet for the sport's best photographers, whose creativity can now be exposed on a regular basis outside of the corporate canvas. Distributed FREE 4 times per year to an opt-in list of over 17,000 subscribers. All ads feature click-thru access to your website or social channels.

### Podcast

What started as a recorded bench racing session five years ago has turned into one of the most popular listens in powersports. Each one-hour show includes industry insiders along with special guests, race reviews, product reports and general rambling. Recorded monthly with bonus episodes in-season. Available on RideX365.com and iTunes.

At the height of the snow and off-road seasons, our website averages 35,000 unique visits per month, peaking at over 94,000 in January 2017. Our weekly social media reach has peaked at over 185,000 views and maintains a solid 50-60,000 weekly reach throughout the year.

Gary Walton

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6899 Forthun Road | Baxter, Minnesota 56425

WEBSITE | DIGITAL MAGAZINE | PODCAST

### PODIUM Package

This package includes the best positioning across our network, including top-level exposure on all of our outlets and free access to our digital media library.

**Web** - Home page sidebar display ad. (360p x 360p, one change per month)  
 - One "SERIES Sponsor" package of your choice

**Digital** - Two-page spread ad in each issue of Ride365 magazine (4 issues).

**Podcast** - 20 second audio spot on each podcast, plus brand mention at beginning and end of show. (12 monthly episodes plus bonus in-season shows). Not to conflict with podcast title or presenting sponsors.

*\*Royalty free use of stock photo/video content captured during the 2017-18 season.*

May 2017 - April 2018      Value \$9,200      Cost \$7,800      12 payments of \$650

### SERIES Package

Available for each of the race series we cover.

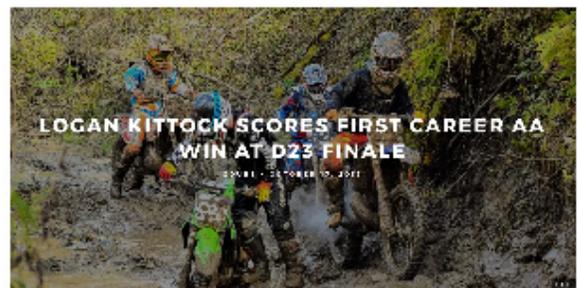
**Web** - Presented by *Your Name* at the top of all series event recaps.

Headline banner on all posts related to your series. (750p x 120p)

Home page sidebar banner. (360p x 120p)

May 2017 - April 2018    (see \$ chart)    Quarterly payments beginning upon signing

ISOC National Snocross	<b>SOLD</b>	\$3,200
AMA National Enduro	<b>SOLD</b>	\$2,400
GNCC	<b>SOLD</b>	\$2,400
Dist 23 Moto & Off-Road	<b>SOLD</b>	\$2,400
East Coast Snocross	<b>SOLD</b>	\$2,000
European Snocross		\$2,000
USXC	<b>SOLD</b>	\$2,000
CSRA		\$2,000
AMA Nat'l Snow Bike		\$2,000



The page header is an advertisement for the... (unreadable text)



### WEBSITE | DIGITAL MAGAZINE | PODCAST

#### WEBSITE Specs & Rates

Home Page Header Banner - 790p x 90p clicks-thru to the URL of your choice.

Frequency	1X	6X	12X
Rate	\$400	\$335	\$275

Home Page Sidebar (Large) - 360p x 360p clicks-thru to the URL of your choice.

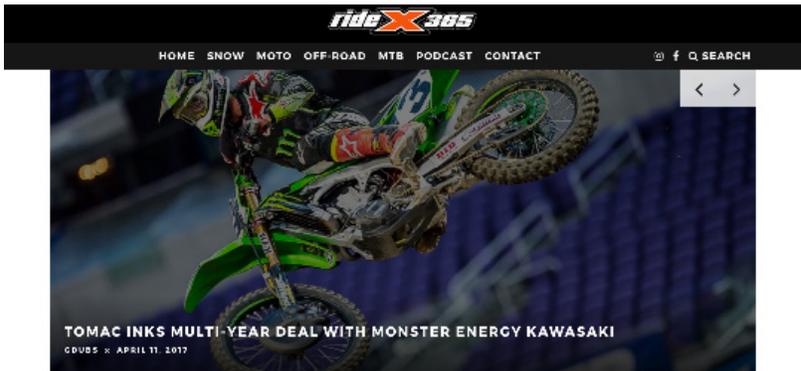
Frequency	1X	6X	12X
Rate	\$400	\$335	\$275

Home Page Sidebar (Medium) - 360p x 180p clicks-thru to the URL of your choice.

Frequency	1X	6X	12X
Rate	\$300	\$250	\$205

Home Page Sidebar (Standard) - 360p x 120p clicks-thru to the URL of your choice.

Frequency	1X	6X	12X
Rate	\$200	\$165	\$135



Header - Banner



Sidebar Large



**WOODIES RACING RELOCATES TO PRINCETON, MN**  
GDUS • APRIL 11, 2017  
 Woodies Racing has recently moved their Snocross and ATV team headquarters to a larger facility in Princeton, Minnesota. Owner Paul Woodie told us the team has... **MORE...**



**TOMAC INKS MULTI-YEAR DEAL WITH MONSTER ENERGY KAWASAKI**  
GDUS • APRIL 11, 2017  
 Kawasaki Motors Corp., U.S.A. has twice a multi-year contract extension with supercross and motocross star Eli Tomac to ride for the Monster Energy-Kawasaki team... **MORE...**



Sidebar Med.



Sidebar Std.



WEBSITE | DIGITAL MAGAZINE | PODCAST

### DIGITAL MAGAZINE Specs & Rates

Single-page, 8.5" x 11" portrait or two-page spread - 11" x 17" landscape format.

	1X	2X	4X
Single Page	\$200	\$180	\$160
2-Page Spread	\$300	\$270	\$240
Ad Design	\$60/hr		

Artwork - Full size with no bleed @150 dpi

Issue	Content	Space	Materials	Release
Summer	Watercross/Moto/Off-Road/MTB	7/21	7/26	7/30
Fall	Hay Days/Off-Road Wrap/Snow Preview	9/22	9/27	10/1
Winter	Snow Racing, Snow Bike,	12/22	12/27	12/31
Spring	Snow Wrap/Off-Road/Euro Snow	3/23/18	3/28/18	4/1/18



WEBSITE | DIGITAL MAGAZINE | PODCAST

### PODCAST Specs & Rates

Title and Presenting sponsor space is category exclusive.  
20 second audio spot at segment break.  
Brand mention at beginning and end of each episode.  
One episode per month. Additional episodes in season, included with 12X contract.

Frequency	3X prepaid	6X billed monthly	12X billed monthly
Title Sponsor	<i>SOLD</i>		\$300
Presenting Sponsor	<i>SOLD</i>		\$150
Associate Sponsor	\$100	\$90	\$85



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