



"A Racing Club Emphasizing Both Novice and Olympic Athletic Development."

Established 1946

USA Cycling National Club of the Year (Division 1) 1998,1999, 2000, 2002 & 2006

SCNCA SoCal Overall Team Points Winner in 2005

Voted Southern California's (District 7) Club of the Year 1993 through 2000

Competitor Magazine Club of the Year 2002-2003

Promoter of the Barrio Logan Grand Prix and the Fiesta Island Time Trial Series

SDBC Publication Advertising Rates

(rev: 12/15/2007)

Audience — The *San Diego Bicycle Club* (SDBC) readership consists of hundreds of San Diego County's most enthusiastic, competitive, and successful bicycle racers and riders of all ages & backgrounds.

Publications & Distribution — Two publications¹ are distributed to approximately 500 SDBC members. Participating bike shops may also make a limited number of issues available to non-members. We encourage sponsors to include *coupons* in their ads for a direct "call to action" from club members.

1. The SDBC **RACER** is a printed newsletter, typically distributed in eleven (11) issues each year to all current club members. The **RACER** is printed in B&W on high quality, tabloid-size (11x17") office paper. It's folded in half (letter size booklet style) for convenient reading and filing. Many club members save old issues of the **RACER** for the photos, race results and reports/memoirs.
2. The SDBC **UPDATE** is a weekly, full-color, HTML e-mail news bulletin sent to SDBC members.

More Information — For sponsorship information, contact the Director of Sponsorship, Dan Goese, at sponsorship@sdbc.org or (858) 454-1116 (home office). For specific newsletter details, contact Jon Benson at newsletter@sdbc.org.

Rates:

Pub	Ad Style & Size (w x h) ²	Number of Issues / Total Price		
RACER	Full Page (7¼ x 9¾ in.)	1 / \$300	6 / \$900	11 / \$1,200
RACER	Vertical Half Page (3¾ x 9¾ in.)	1 / \$200	6 / \$600	11 / \$800
RACER	Horizontal Half Page (7¼ x 4¾ in.)	1 / \$200	6 / \$600	11 / \$800
RACER	Quarter Page (3¾ x 4¾ in.)	1 / \$150	6 / \$450	11 / \$600
UPDATE	Graphic image up to 300x200 pixels and up to 150 words (as calculated by Microsoft Word)	1 / \$150	25 / \$2,500	50 / \$4,000

Restrictions & Limits of Liability — SDBC's advertising policies and prices are subject to change. SDBC has the right to refuse ad requests without any liability or obligation. (Reasons may include contract terms with other sponsors, unsuitable material, etc.) SDBC publications are viewed by brilliant athletes of all ages, so please make sure your ads are "age-appropriate." Advertisers are responsible for any errors in the content submitted for their ads. SDBC's liability is limited to the cost of one ad.

Deadline — The deadline for **RACER** ad content (including final artwork) is the 20th of each month. Incorporation of ads for the **UPDATE** weekly newsletter requires a 4-day minimum lead-time.

Format — You don't have to be a graphics wizard or hire an agency. We can help you get your ad going. We accept MS Word, text, PDF, JPEG, TIFF, PostScript and many other formats. Send file format inquiries to newsletter@sdbc.org or call the phone number listed below.

Notes:

1. Advertising on our web site is limited to sponsors enrolled in our full-year, SDBC Sponsorship Program. For additional information, contact Dan at sponsorship@sdbc.org.
2. Ad measurements may vary slightly. A reasonable margin around whole page ads and between partial page ads is required for clarity and printing equipment requirements (no full-bleed printing).

Payment — Please make checks payable to "San Diego Bicycle Club" and mail to the address below. Payments are due upon the publication of the first ad in a series.

San Diego Bicycle Club • Winning Races for Over 60 Years

P.O. Box 80562 • San Diego, CA 92138-0562 • Phone: (858) 495-2454 • www.sdbc.org