Advertise in the Official Program of the TD Five Boro Bike Tour.

The Official Program of the TD Five Boro Bike Tour contains engaging editorial and a must-have for Tour riders: the Ride Guide. The Program is distributed in physical form to 32,000 cyclists and digitally to over 200,000.

PAST ADVERTISERS

TD Bank
REI
Chipotle
Primal Wear
Clif Bar
Strava
Manhattan Portage

Benefiting Certified Sustainable

www.bike.nyc
### Ad Sizes & Costs

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost (B&amp;W)</th>
<th>Cost (Color)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (approx. 7.5” x 10”)</td>
<td>$1750</td>
<td>$2370</td>
</tr>
<tr>
<td>Half page (horizontal)</td>
<td>$1400</td>
<td>$1940</td>
</tr>
<tr>
<td>2/3 page (vertical)</td>
<td>$1120</td>
<td>$1650</td>
</tr>
<tr>
<td>1/3 page (vertical)</td>
<td>$860</td>
<td>$1280</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$780</td>
<td>$1100</td>
</tr>
<tr>
<td>1/8 page (horizontal)</td>
<td>$620</td>
<td>$920</td>
</tr>
</tbody>
</table>

### Ad Specs & Submission Details

- Art must be submitted electronically to agould@bike.nyc.
- File name: [ADVERTISER]_2019
- Color: CMYK (no RGB or spot colors)
- Minimum Resolution: 300dpi
- Bleed: .75”
- Accepted file formats: PDF or INDD
- All fonts and images must be included, packaged, or embedded.
- If referencing the event in the ad, use TD Five Boro Bike Tour.
  - Art that is not properly proportioned for the purchased ad size and formatted by the above specifications will be altered at the discretion of the publisher for an additional charge.
  - Publisher reserves the right to refuse any advertisement deemed unacceptable.

**Reserve Ad Space by:** January 31, 2019  
*Nonrefundable deposit of 50% of total cost reserves ad space.

**Artwork & Final Payment due:** February 7, 2019

**Contact:**  
Jim Furuya / Expo, Program, & Festival Sales  
212 870 2077 / exposales@bike.nyc

Email **exposales@bike.nyc** to reserve your ad space.