



Advertising with the  
Oregon Bicycle Racing Association





## The Oregon Bicycle Racing Association

The Oregon Bicycle Racing Association (OBRA) is the official sanctioning body of bicycle racing in Oregon, Southwest Washington and parts of Northern California. We work with race promoters to put on world class events within the region. We sanction road, track, mountain bike, enduro, cyclocross and gran fondo events. OBRA provides the community and framework for successful events. We provide insurance, race equipment, competitions, calendars, training, judging, timing services, marketing, membership services and many other services to make bicycle racing safe, enjoyable and accessible. OBRA sanctions over 390 events and clinics throughout the year.

### Quick notables:

OBRA is home to the largest cyclocross series in the United States.

OBRA is one of the largest regional bike racing organizations in the United States.

OBRA is known for putting on high quality events that attract racers from across the world. We have hosted competitors from Canada, the United Kingdom and Japan.





## Membership

OBRA memberships are valid from January 1st of each year to December 31st. Membership averages between 4,500 and 5,000 members.

## Member Demographics

### *Gender*

19.4% female

80.6% male

### *Age*

9.6% 10-18 years old

11.9% 19-29 years old

28.3% 30-39 years old

34.7% 40-49 years old

12.3% 50-59 years old

3% 60+ years old

### *Education*

44% have college degrees

35% have advanced graduate degrees

### *Annual Income*

38% earn between \$60,000-\$120,000

22% earn between \$120,000-\$180,000

14% earn \$180,000 or more







## Website Impact

[www.obra.org](http://www.obra.org)

84,000 visits monthly  
1 million sessions per year  
5.2 page views average  
222,597 unique users

701,225 visits from Oregon in 2013  
142,794 visits from Washington in 2013  
38,249 visits from California in 2013

website also optimized for mobile devices  
source: Google Analytics

## Social Media

[www.facebook.com/ORBicycleRacing](https://www.facebook.com/ORBicycleRacing)  
2,349 likes  
8,601 reached

[www.twitter.com/ORBicycleRacing](https://www.twitter.com/ORBicycleRacing)  
1,515 followers

[www.instagram.com/oregonbikeracing](https://www.instagram.com/oregonbikeracing)  
533 followers

OBRA Chat Mailing List  
3,361 subscribers





## **Publications**

*Monthly e-Newsletter*

8,799 subscribers

*Sample e-Newsletter*

<http://tinyurl.com/kmwglpz>

*Annual Printed Magazine*

9,600 mailed

1,400 sent to bike shops

Total distribution: 11,000

Publication distribution is concentrated in Oregon and Washington. Smaller distribution to California, Idaho, Utah and Nevada.

Printing specs: Stock: 80# Sonoma gloss book #3

Ink: 4cp over 4cp - soy-based inks

Coverage: medium, with bleeds

Bindery: saddle stitch, on 11" edge

*Deadlines for publication:*

21st of the month for inclusion in the next e-newsletter.

e-Newsletter usually sent 1st week of each month.

Space reservations for magazine must be made by November 30th. Material must be submitted by December 15th. Publication date is on or about January 15th.



## Electronic Advertising Rates

### *Website:*

243x157 \$200 per month

### *E-Newsletter:*

Banner ad below main picture 640x300- \$250 per e-newsletter  
Regular ad: 400x300- \$150 per e-newsletter

## Printed Advertising Rates

Center spread 17x11- \$5,000

Full page- back cover: \$2,500

Full page- inside front cover: \$2,000

Full page 8.5x11- \$1,000

½ page horizontal 8.5x5.5- \$600

½ page vertical 4.25x11- \$600

1/3 page horizontal 8.5x3.5- \$500

¼ page 4.25x5.5- \$400

1/8 page 4.25x2.75- \$300

All ads are full color.

## Technical Requirements

### *Website:*

Submit 1600x732 image preferably in .jpg  
(in order to scale properly)

### *E-Newsletter:*

Submit in .jpg or .png per sizes to the left.

### *Printed Magazine:*

All final production is done on the Macintosh platform with Adobe InDesign® CS5

Digital-ready art can be provided via CD, DVD, FTP site or e-mail attachment.

Stuffed files should be self-extracting.

Supported Programs  
(up to versions listed below)

- Adobe InDesign® CS5
- PageMaker® 7.0
- QuarkXPress® 6.5
- Adobe Illustrator® CS6
- Adobe Photoshop® CS6

Note: We cannot accept native Microsoft Publisher files.

### Files

Include the original native file with all fonts and linked graphic files. If your file was created using a different program than found in our above supported list, save the file as an EPS, TIFF, high-resolution PDF or JPEG file. ALL FILES MUST BE CMYK and 300 dpi.





## Contact

Joel Fletcher  
Marketing Director  
[marketing@obra.org](mailto:marketing@obra.org)  
503-278-5550 x7



# OBRA

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[www.obra.org](http://www.obra.org)

