



# FIVEBORO BIKETOUR

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

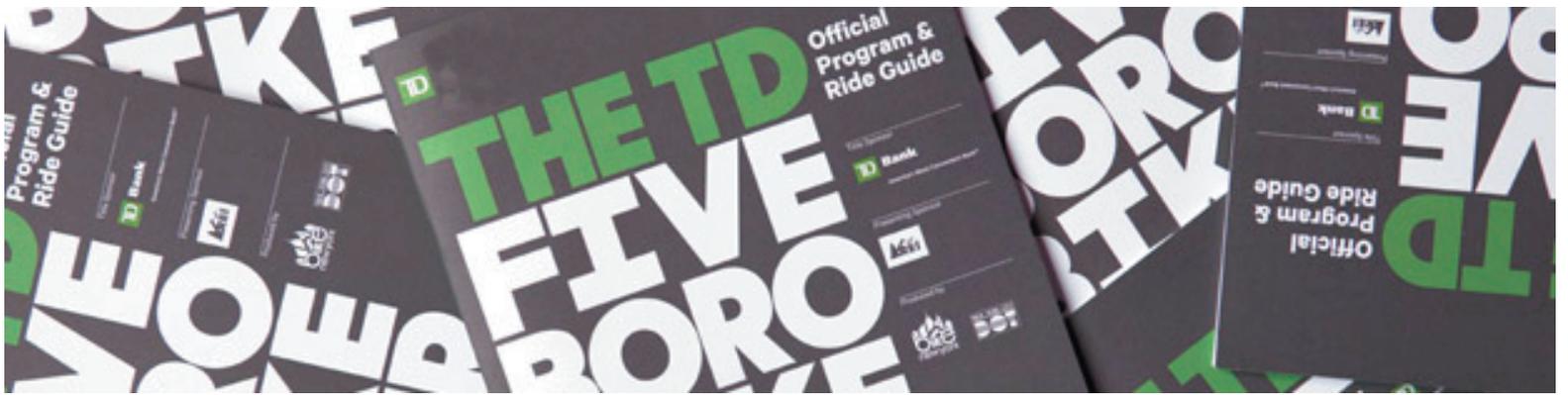
Benefiting



Certified Sustainable



[www.bike.nyc](http://www.bike.nyc)



### Ad Sizes & Costs

Size	Cost (B&W)	Cost (Color)
Full page (approx. 7.5" x 10")	\$1750	\$2370
Half page (horizontal)	\$1400	\$1940
2/3 page (vertical)	\$1120	\$1650
1/3 page (vertical)	\$860	\$1280
1/4 page	\$780	\$1100
1/8 page (horizontal)	\$620	\$920

### Ad Specs & Submission Details

- Art must be submitted electronically to [agould@bike.nyc](mailto: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](mailto:exposales@bike.nyc)

Email [exposales@bike.nyc](mailto:exposales@bike.nyc) to reserve your ad space.