



## Ad Specs and Deadlines

### Email partner ads

- *Cycle California!* Newsletter ads are due the 15th of the month prior to the send date (i.e. January 15 for the send on February 1)
- Club *CycleCA!* Newsletter ads are due the 1st of the month prior to the send date (i.e. January 10 for the send on January 15)
- Image size - 200 x 200 pixels
- Formats - .jpg or animated .gif
- Maximum file size - 75 kb
- Headline - 50 characters (incl. spaces)

Email partner ads are included in regularly scheduled emails to our lists.

### Website ads

- Ads are due the 15th of the month prior to uploading (i.e. January 15 for the month of February)
- Ad size: 200 x 200 pixels
- Formats: .jpg or animated .gif
- Maximum file size - 75 kb

### Calendar listings

- Basic listings have 20 word maximum
- Premium listings have a 50 word maximum

Required content: Event date, event name, location (city, park name, etc.), Route lengths public contact (i.e. website, email).

We also need the type of event (i.e. race/recreational, road, gravel, MTB, tri, run, festival), and a contact for questions (not for publication).





## Are You Ready to Grow?

Advertising & marketing

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If not now, when?

There is no time like the present!

*Cycle California!*<sup>TM</sup>