



## MEDIA INFO PACK

Our goal is to be able to join the communities and businesses along with families together through the passion we have for cycling as a lifestyle and a competitive sport.

Cycling is the most popular sport in the USA with the numbers being larger than golfers, skiers and tennis players all combined. Cycling is also the fastest growing sport in the USA. The typical cyclist has a median household income of \$75,000 and an average age of 25-54 years.

LAMBRA believes that with targeted advertising, the growing cycling market leverages your advertising assets and resources and will provide you with a great rate of return.

### WEBSITE

The **lambra.org** website is viewed for information and resources from the riders to the promoters.

- 5100 + visits per month
- 12, 500+ page views per month
- 82, 00 hits per month
- Exclusive host for all calendar and results for the LCCS race series.

### EVENTS

Most LAMBRA events are part of the LAMBRA Cycling Cup Series (LCCS) that covers Louisiana and Mississippi with 20 events that attracts over 2,000 racers from Texas to Florida and 4,000 plus spectators.

### WEB BANNERS AND COSTS

Our banner sizes are displayed on the right or left sides of the web pages and are 150 x100 pixels. You can change your banner at any time during the period of your placement, and we will include links to your website. Images must be in gif or jpg format, and can be static or animated.

	1 Month	2 Months	3 Months	Year
<b>Main Page</b>	\$35	\$60	\$80	\$240
<b>Calendar Page</b>	\$25	\$45	\$70	\$180
<b>Results Page</b>	\$25	\$45	\$70	\$180

We look forward to advertising for you and getting a good rate of return on your investment.

For more information please email [vicepresident@lambra.org](mailto:vicepresident@lambra.org)