



ACTIVE
network

REACH PEOPLE WHO WON'T SIT STILL

Event Directors Media Kit 2017



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WHY ACTIVE?

ACTIVE Network is more than just online registration.

We help race directors promote their events to athletes all over the world.

As an event director, we know you're not necessarily a professional marketer. That's why your media purchase includes account services with ad consultation as well as detailed tracking and performance reporting.

Explore our media channels and advertise with us to grow your event. Need help? Ask our expert creative designers to build your ad, our professional media buyers to help you plan your campaign, and our consultants to track your progress.

You are on a mission to organize a successful event. We are on a mission to make sure you succeed.

Let's get started.

9M

2016 registrations

240M

2016 impressions



DIGITAL ADS

Get your event noticed

ACTIVE is the industry leader in events and activities with over 9 million registrations in Endurance Sports. Advertise with digital ads that show on both desktop and mobile.

Purchase any of our various banner sizes or a group of banners to get the word out about your event. Target specific pages or follow visitors across our site.

50.7M

monthly page views
on ACTIVE.com

11.4M

monthly visits
on ACTIVE.com

8.3M

monthly unique
visitors on ACTIVE.com



DID YOU KNOW...

Our banner ads can be geo-targeted to IP addresses near your event location.



AD SPECS

Sizing and file information

Creative	Dimensions (pixels)	Expansion	Initial Download Size	Full Download Size	Max Multimedia Frame Rate	Max Length
Medium Rectangle	300 x 250	600 x 250	40K	100K	24fps	15s
Leaderboard	728 x 90	728 x 315	40K	100K	24fps	15s
Mobile Leaderboard	320 x 50	NA	40K	100K	24fps	15s
Skins—ACTIVE.com	1600 x 800	NA	40K	100K	24fps	15s
Interstitial	640 x 480	NA	40K	100K	24fps	15s

CLIENT DELIVERABLES

- + Image file and click thru URL OR Ad Tags
- + Max weight for creative: 40k, polite download for ad tags – the initial load must be 40k and the subsequent load has a max of 100k

FILE TYPES

- + .gif, .jpg, .swf, or pre-approved multi-media
- + Flash files must have backup static image

The materials and instructions should be delivered **ten (10) business days prior to the campaign start date**. Any changes to the advertising done while the campaign is running should be received **five (5) business days in advance**.

Questions? Feel free to contact your account manager or reach us at:

888.227.9826
ACTIVEmarketing@ACTIVEnetwork.com



CONTENT TAKEOVER

Ad space you can't miss

Want to maximize your reach nationwide? Our content takeovers advertise your race alongside our most valuable real estate: the articles that help your target audience get to the starting line.

With 100% share of voice, you can gain awareness and increase registration from the largest audience possible. Campaigns run for 7 days, and our Plus 1 technology follows the user as they navigate the site looking for training advice, gear recommendations and, of course, their next race.

AD SPECS

- + 728x90
- + 300x600
- + 300x250
- + 1600x800



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SPECIAL OFFER EMAIL

Send your message to our audience

Let us work with you to create urgency and increase registration with a dedicated email for your event.

Extend your reach to an audience of 1.8 million unique subscribers while enjoying 100% share of voice. Your special offer email is tailored to your brand's imagery and message.

1.8M

subscribers

6%

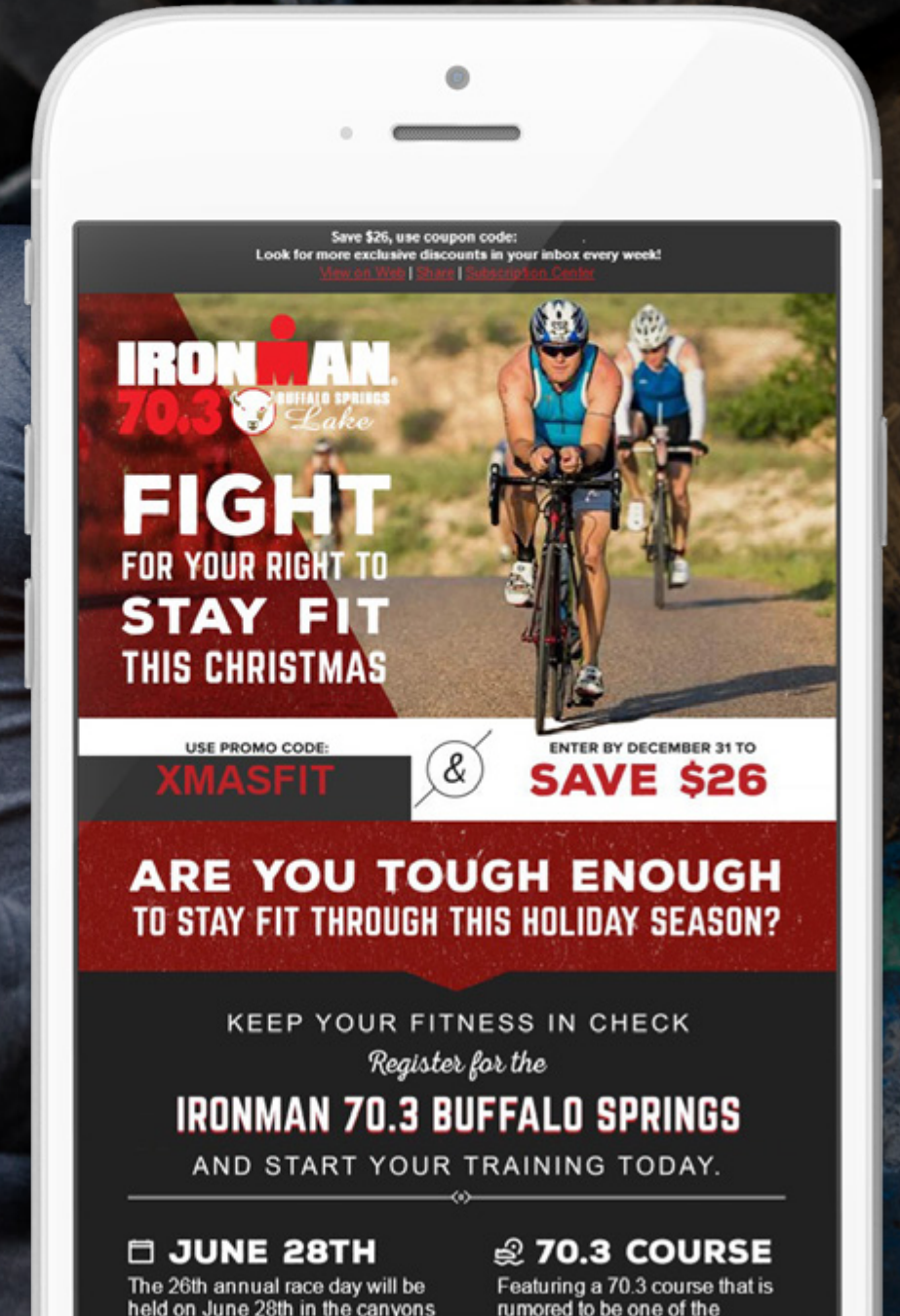
average click-through rate on event emails

AD SPECS

+ Special offer with coupon code required

+ Images, Logos & Links

+ Photoshop file (600 pixels wide X any height)



*Email shown was designed by ACTIVE, extra charges apply.



LOCAL EVENTS NEWSLETTERS

Reach racers who live nearby

Promote your event in a Local Events Newsletter and increase awareness to a targeted area. Our 2 million opt-in subscribers are looking for events just like yours!

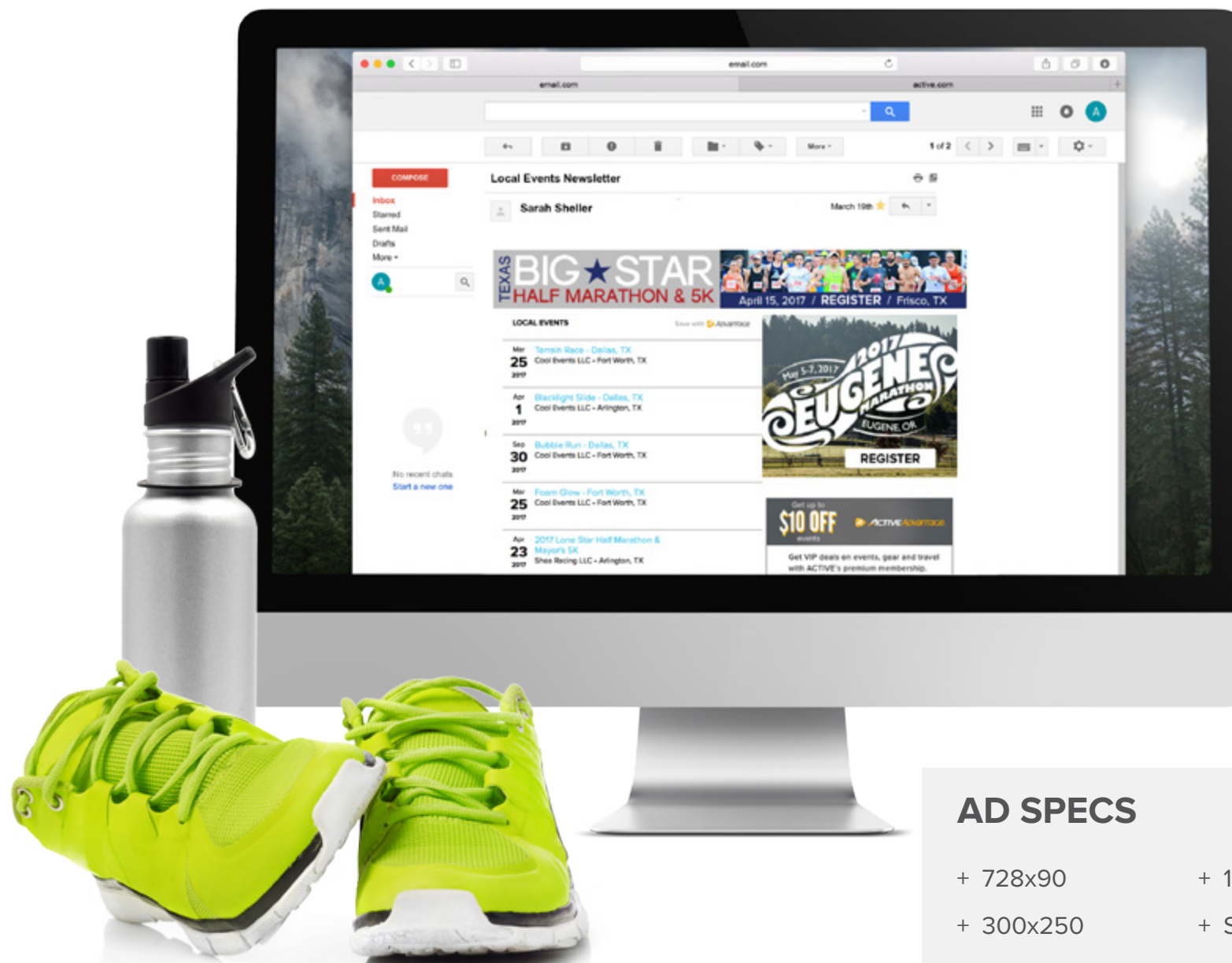
Our talented team of designers will help your event stand out from the rest and grow your registration potential.

We have 210 different newsletters that go out to various parts of the country every Sunday.

2M
subscribers

210
DMAs (locals) to
choose from

25M
2016 email opens
with event placements



AD SPECS

- + 728x90
- + 160x600
- + 300x250
- + Static Files



CONTENT NEWSLETTERS

Connect with athletes in training

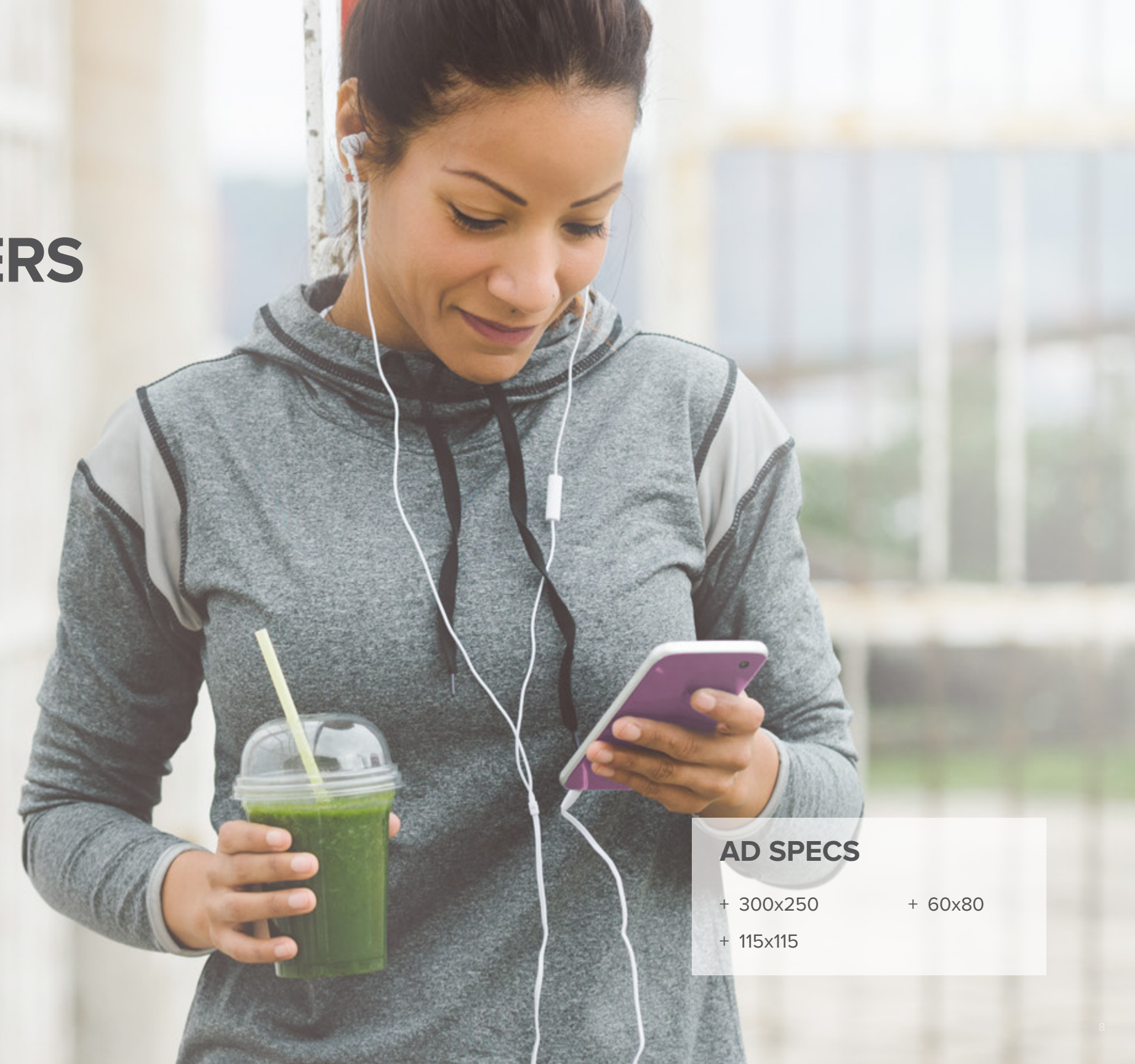
Reach a highly relevant, engaged audience of 2 million unique subscribers through our content newsletters. These weekly emails are rich with training content intended to help our consumers reach their fitness goals while inspiring them to register for their next event.

Newsletters go out every Wednesday and can be segmented by DMA locals. Current newsletter offerings are:

- + ACTIVE Outdoors
- + ACTIVE Women
- + ACTIVE Runner
- + ACTIVE Tennis
- + ACTIVE Triathlete
- + ACTIVE Insider
- + ACTIVE Cyclist
- + ACTIVEkids

2.1M
subscribers

38M
2016 email opens



AD SPECS

- + 300x250
- + 60x80
- + 115x115



SOCIAL PROMOTION

Advertise your event to our social audience

Build powerful, highly targeted campaigns to reach our engaged audience and drive registrations in the social network of your choice.

1.7M
social followers

f 127k
daily reach on
Facebook

t 31k
daily reach on
Twitter





INSTANT ADS

Boost your event's placement on ACTIVE.com

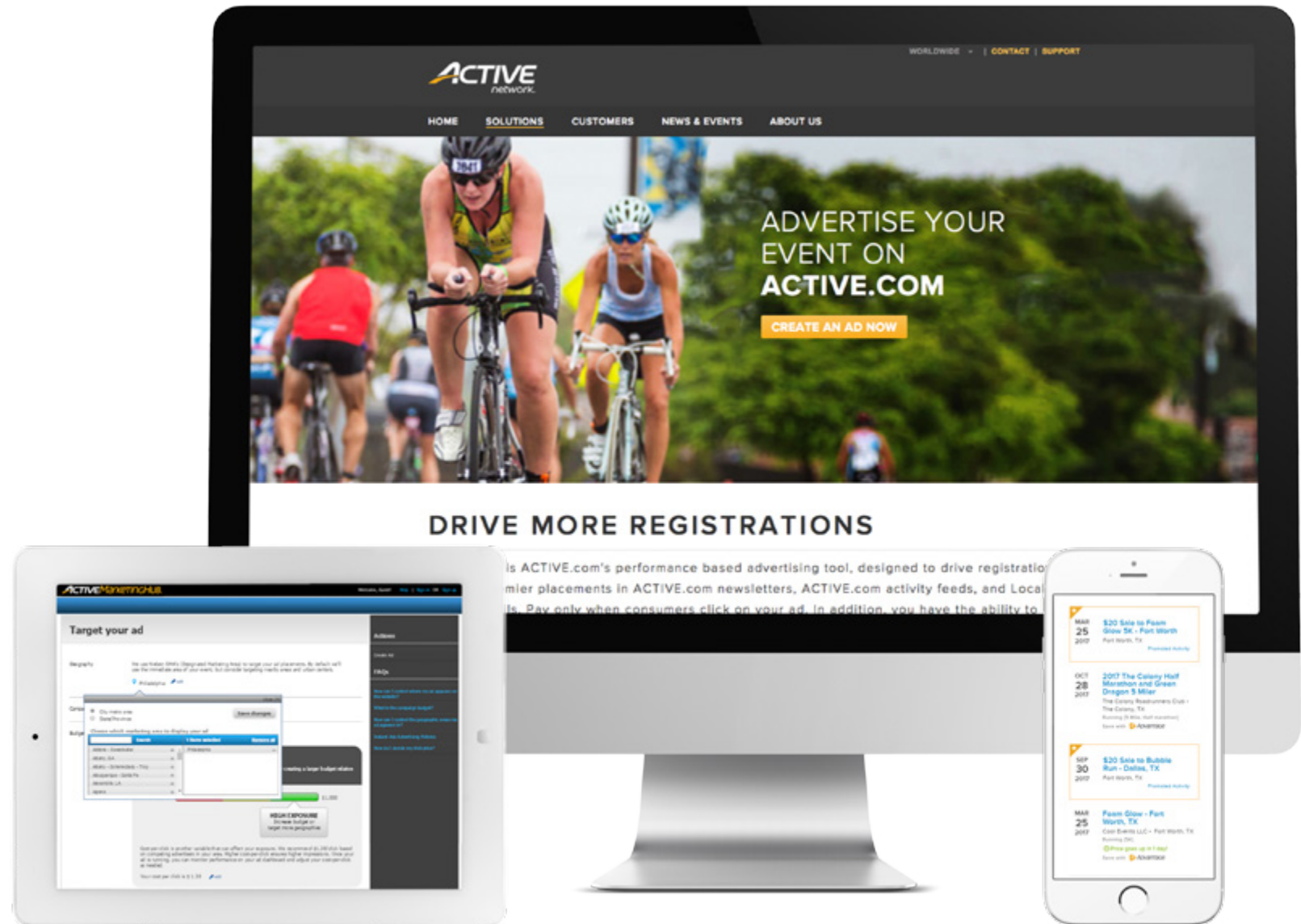
Advertising options are available for every budget on ACTIVE.com. Take control of your marketing spend and drive registrations through premier placements in ACTIVE.com's activity feed, channel homepages, newsletters, local event emails and more. You pay only when consumers click on your ad.

- + Budget as low as \$100
- + Pay-per-click model
- + Get results fast! – Easy to self-setup in minutes!

Your ad could be up and running in a matter of minutes. Get started now!

[Create an Ad Now](#)

Interested in listing your event on ACTIVE.com? Connect with us today!
888.227.9826 | ACTIVEmarketing@ACTIVENetwork.com





ON-SITE EVENT COVERAGE

Get the best race day coverage online

Perfect for a large event organizer, ACTIVE's on-site publicity will help create brand awareness and drive demand for a series of events. ACTIVE will send one of our expert in-house editors to experience and compete in a selected event, pairing pre- and post-race coverage with an on-site social media takeover of ACTIVE-owned channels.

Package Includes:

- + Pre- and post-race coverage on ACTIVE.com
- + Instagram takeover on event weekend with opportunity to highlight event sponsors
- + Guaranteed paid promotion on ACTIVE.com, Facebook and Twitter
- + Pre- and post-race coverage featured in relevant content newsletters
- + Prominent registration call-outs for future events
- + Opportunity to offer discount code with promoted content



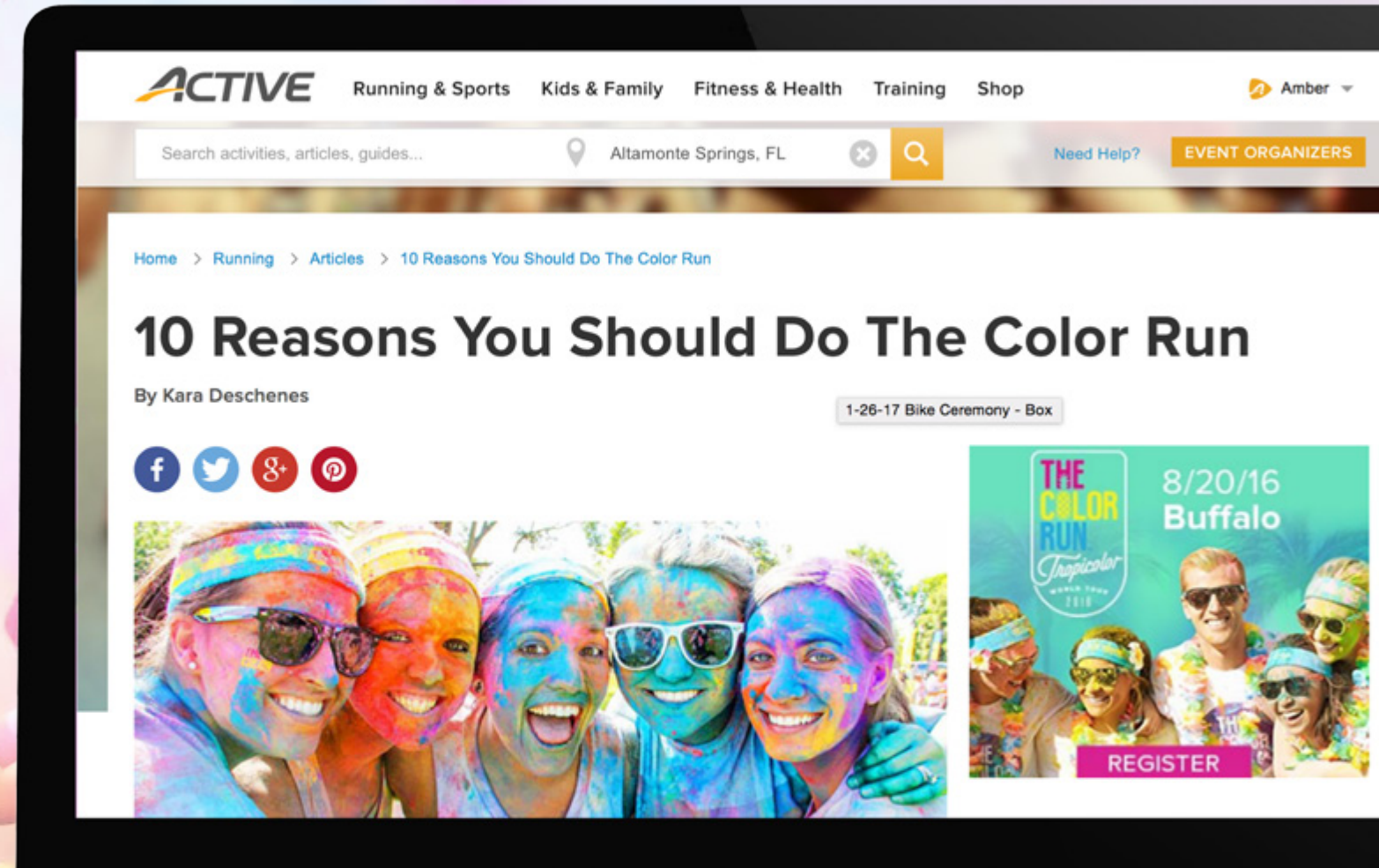


CONTENT MARKETING

Become part of the story

ACTIVE.com is the #1 place runners go for content. Now your event or organization can become part of the story. Whether you're briefly mentioned or are the focus of the story, we have flexible budget options. All packages include social promotion. The best part is that your content lives on the site; even after ads have ended, content remains live and discoverable online.

- + **Edit Mention** - Your event is featured in an article topic or our year-round race aggregations, which highlight running, cycling and triathlon events by distance, theme and/or location.
- + **Sponsored Content** - Your event is mentioned and/or a spokesperson is quoted in an informative article that aligns to your desired audience. This includes banner ads surrounding the page for six weeks.
- + **Custom Content** - Our content team can make any event or event director shine with a custom article, exclusively featuring your event or event series. Work with ACTIVE.com's editorial team to choose article topics and retain final approval. Article URL contains your brand.



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ACTIVE Network® is the premier global marketplace for activities and events, connecting participants and activity organizers, while offering intelligence solutions through our industry-leading data and insights platform.

ACTIVE Network processes registrations and payments for organizers of activities and events worldwide. Our enterprise-level ACTIVEWorks® platform offers organizers advanced SaaS technology that streamlines the administration of activities and events.

ACTIVE Network Activity Cloud® platform combines intelligence solutions and data tools to provide actionable insights that help organizers better manage their events and increase both revenue and participation.

For more information, please visit [ACTIVEnetwork.com](https://activenetwork.com) and follow us on Twitter.



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Advertise with the largest participant database on the planet and grow your events with ACTIVE Network.

888.227.9826 | ACTIVEmarketing@ACTIVEnetwork.com