

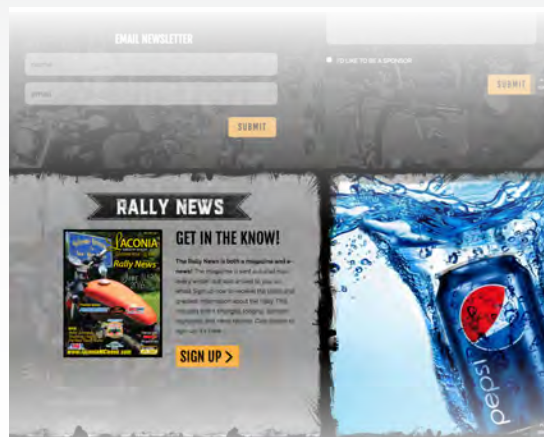
# LACONIAMCWEEK.COM ADVERTISING WITH LACONIA MOTORCYCLE WEEK

Since new site launch... In the last 4 months...  
130,000 Sessions and 93,000 New Users

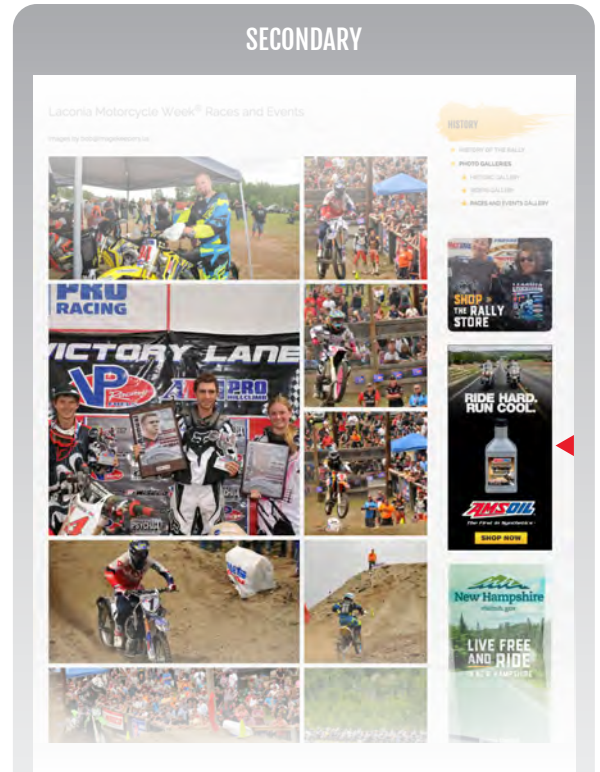
By Channel – Traffic Increases  
Direct 40% / Referral 67% / Social 144% / Email 675%



**HOMEPAGE  
MIDDLE BANNER**  
1500 x 420



**BOTTOM OF  
HOMEPAGE**  
500 x 600



**SECONDARY PAGE SIDEBAR**  
278 x (278-550)



**FOOTER on every page**  
230 x 175

## 2017 LaconiaMCWeek Advertising Rates

LaconiaMCWeek.com Ad Location	Price for 3-6 months*	Price for 6+ months*	Size in Pixels	Quantity Available**
Homepage Middle Banner	2,850.00	5,500.00	1500 x 420	2
Homepage Bottom	2,400.00	4,500.00	500 x 600	3
Footer, every page	2,100.00	4,000.00	230 x 175	1
All Secondary Pages Sidebar	1,500.00	2,750.00	278 x (278-550)	4
Any Single Directory Page (events, lodging, store, etc)	900.00	1,600.00	278 x (278-550)	4
Laconia Riding Times e-newsletter Banner Ad (distributed quarterly at minimum)	\$500 each quarter.	-	??	1 each newsletter

LaconiaMCWeek Advertising Terms
<p>Discounted rates for ads placed 6+ months</p> <p>Price is as listed for any or all of the months listed.</p> <p>**Space is limited and available first-come, first-serve</p> <p>All ad designs need to be approved by Laconia Motorcycle Week Association (LMWA).</p> <p>Ad rates include any minor design modifications to meet LMWA specifications/requirements.</p> <p>Full ad design will be quoted upon request.</p> <p><b>10% discounted rate for all Rally News Advertisers</b></p> <p>Multiple ads in one location will rotate</p> <p><b>Laconia Riding Times:</b> 20K current subscribers</p>