

XBR - Xtreme Bicycle Racing

Advertising Rates 2010

XBR

XBR is a highly informative, bi-monthly newspaper, that services the bmx racing community of Australia and New Zealand and in 2010 we will commence our fourth year of the publication. XBR features race reports, news articles, posters, rider profiles, puzzle pages and much more.

XBR is free and is distributed throughout Australia through most BMX Clubs and a number of Bike shops that support the BMX Racing Community.

Each Issue

Tabloid Newspaper with Quarter Page Fold

32-40 pages

FREE Publication

Direct Mail out to subscribers, bike shops and BMX Clubs

5000 Print Run

5000 Distributed Per Edition

XBR Website

The XBR website exists as a support vehicle to the newspaper. It is a portal by which riders can submit articles, reports and images to be read, viewed and considered for publication.

It also features downloads such as screensavers and desktop images and is updated every day.

Our Readers

Our readers range in age from primary school to late 50s with a strong male population between the ages of 9-14. Supporting these young riders will be many parents and family members. Recent



statistics have shown that people who enjoy one Extreme Sport - will also enjoy other forms of Extreme Sports - allowing advertisers some reasonable ground for cross marketing.

BMX Racing received great exposure during its Olympic debut in Beijing 2008 and many states and clubs have seen a growth in numbers as a result. Major events in Australia and USA are now finding their way on to stations like ONE HD and FOXTEL's FUEL TV.

Why Advertise in XBR?

XBR is the best way to reach people who are genuinely interested in bmx racing in Australia and New Zealand. It hits its target market by distributing directly to the source of BMX riders through CLUBS and BIKE SHOPS and is supported by a growing subscription base.

If you want to reach the biggest cross section of extreme sports people in Australia and New Zealand - then BMX Racing is the way to go and XBR is your the way to get there.

XBR aims to work with businesses, clubs, councils and associations to get the most out of their advertising. For all sales enquiries phone DEREK HARRIS on Mb:0405 007 366 or email: salesmanager@xbr.com.au

Advertisement Sizes:

Colour & Mono	Width	Height
Full page	260 mm	370 mm
Half Page	260 mm	173.5 mm
Quarter Page - Vertical	127.5 mm	173.5 mm
Directory Pages - Mono Only		
Line Ad	5 lines	
Small Block	40 mm	40 mm
Medium Block	40 mm	60 mm
Large Block	40 mm	80 mm
Eighth Block	260mm	90 mm

Website

If you are interested in advertising on www.xbr.com.au please send an email to: web@xbr.com.au for advertising opportunities



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XBR NEWSPAPER - ALL PRICES ARE IN AUSTRALIAN DOLLARS - PAYMENT IN FULL PRIOR TO PUBLICATION

FULL PAGE - COLOUR	PER ISSUE
1 Issue	\$ 500.00 + GST
3 Issues - PAY PER ISSUE	\$ 450.00 + GST
3 Issues - PAY UP FRONT	\$1200.00 + GST

HALF PAGE - COLOUR	PER ISSUE
1 Issue	\$300.00 + GST
3 Issues - PAY PER ISSUE	\$275.00 + GST
3 Issues - PAY UP FRONT	\$750.00 + GST

QUARTER PAGE - COLOUR	PER ISSUE
1 Issue	\$200.00 + GST
3 Issues - PAY PER ISSUE	\$175.00 + GST
3 Issues - PAY UP FRONT	\$450.00 + GST

FULL PAGE - BLACK & WHITE	PER ISSUE
1 Issue	\$400.00 + GST
3 Issues - PAY PER ISSUE	\$350.00 + GST
3 Issues - PAY UP FRONT	\$900.00 + GST

HALF PAGE - BLACK & WHITE	PER ISSUE
1 Issue	\$250.00 + GST
3 Issues - PAY PER ISSUE	\$225.00 + GST
3 Issues - PAY UP FRONT	\$600.00 + GST

QUARTER PAGE - BLACK & WHITE	PER ISSUE
1 Issue	\$150.00 + GST
3 Issues - PAY PER ISSUE	\$125.00 + GST
3 Issues - PAY UP FRONT	\$300.00 + GST

CLUB EVENT SPECIAL - BLACK & WHITE - FULL PAGE	PER ISSUE
1 Issue	\$250.00 + GST
3 Issues - PAY PER ISSUE	\$225.00 + GST
3 Issues - PAY UP FRONT	\$600.00 + GST

CLUB EVENT SPECIAL - BLACK & WHITE - HALF PAGE	PER ISSUE
1 Issue	\$150.00 + GST
3 Issues - PAY PER ISSUE	\$125.00 + GST
3 Issues - PAY UP FRONT	\$300.00 + GST

ARTWORK:

- Files must be in one of these formats: Acrobat PDFs, Illustrator EPS, JPEG - CMYK / 300dpi and at FULL AD SIZE
- Files must be supplied to the correct dimensions to the above Advertisement Sizes
- ARTWORK WILL BE CHARGED OUT AT A MINIMUM OF \$50+GST PER DESIGN.**



Xtreme Bicycle Racing

Advertising Agreement

Xtreme Bicycle Racing

Please complete and fax to +61 (0)3 9844 0495 OR Scan and Email to: salesmanager@xbr.com.au

Name of Company or Business: _____
 ABN: _____
 Name of Contact: _____
 Ph: _____ Fx: _____
 Email: _____
 Postal Address: _____

How many copies of the paper would you like per edition? _____

We would like to be invoiced: MONTHLY / 3 EDITION BLOCKS
 We will make payment by: CREDIT CARD / CHEQUE / BANK TRANSFER / CASH / PAY PAL

NAME OF AUTHORISED PERSON: _____ SIGNATURE OF AUTHORISED PERSON: _____
 DATE: _____

INTERNATIONAL ADVERTISERS: Please note that all bank and transfer fees are the responsibility of the sender

DEADLINES FOR ARTWORK and Approximate PRESS DATES

2010 EDITIONS	ARTWORK BY	ON PRESS	AD SIZE/COLOUR	ARTWORK REQUIRED \$50/ad	COST
#30 JAN/FEB	20th JAN	29th JAN			
#31 MARCH/APRIL	20th MAR	25th MAR			
#32 MAY/JUN	20th MAY	25th MAY			
#33 JULY/AUG	20th JUL	25th JUL			
#34 SEPT/OCT	20th SEPT	25th SEPT			
#35 NOV/DEC	20th NOV	25th NOV			
AMOUNT PAYABLE					\$

ADVERTISING MUST BE PAID BEFORE "ON PRESS" DATE OR YOUR AD WILL BE REMOVED FROM THE PAPER
PAYMENT CAN BE MADE BY CREDIT CARD / BANK TRANSFER / CHEQUE / PAYPAL / CASH

CONTACT PERSON FOR ARTWORK: _____ PHONE: _____
 EMAIL: _____
 SIGNED: _____ POSITION: _____
 PRINT NAME: _____ DATE: _____