



REACH PEOPLE WHO WON'T SIT STILL

Media Kit 2016

REACH PEOPLE WHO WON'T SIT STILL

Source: SiteCatalyst & Comscore, AUG 2015

Our Sites



Visitor Profile	
Gender	Female 66.2%, Male 33.8%
Age Groups	Median: 43.8
HHI	Median: \$93K
Total Visits	9.1M
Page Views	33+ Million



Visitor Profile	
Gender	Female 57.8%, Male 42.2%
Age Groups	Median: 48.1
HHI	Median: \$79K
Total Visits	4.3M
Page Views	35+ Million



Visitor Profile	
Gender	Female 48%, Male 52%
Age Groups	Median: 46.1
HHI	Median: \$88K
Total Visits	973K
Page Views	1.9+ Million



Visitor Profile	
Gender	Female 50%, Male 50%
Age Groups	Median: 46.7
HHI	Median: \$89K
Total Visits	2.9M
Page Views	10.8+ Million



Visitor Profile	
Total Visits	465K
Page Views	2.8+ Million

OUR PARTNERS





IN-MARKET: FROM ONLINE TO ON SITE

EVENT ACTIVATION

Worldwide, we support 47,000 organizations and over 200,000 events. Acquire sponsorship rights and display your brand on event websites, race t-shirts, event signage or digital advertising.

SAMPLING

Our ACTIVE Network Rewards database delivers solutions to brands who want to access consumers with their products and services. We select the optimal locations to distribute your products using key demographic information including age, participant population, event type, geography and sample restrictions.

AMBASSADORS

Draft a custom brand ambassador team of athletes to represent your organization at events. Target your message to an engaged audience on a grassroots level and reach consumers in their communities.

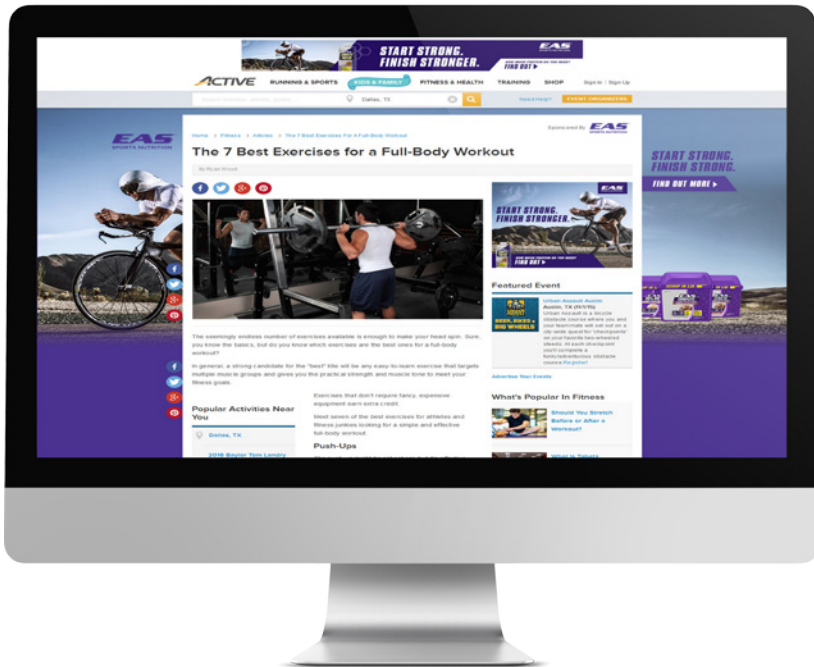
2016 EDITORIAL CALENDAR



Connect your brand with a broad range of ACTIVE consumers. Check out the [Editorial Calendar](#).

JANUARY	FEBRUARY	MARCH	APRIL
New Year/New You Plan Your Tri Season	Spring Running Shoe Guide Spring Apparel Guides	Spring Tech Guide Tri Shoe Guide Spring Fitness Gear Guide Spring Hiking Guide Spring Outdoors Guide	Summer Apparel Guides Boston Marathon London Marathon
MAY	JUNE	JULY	AUGUST
Mother's Day Gift Guide Summer Running Shoe Guide Giro d'Italia Summer Cycling Gear Guide Summer Tri Gear Summer Workout Plans	Father's Day Gift Guide Summer Tech Guide Summer Hiking Guide Summer Outdoors Gear Guide	Tour de France Summer Hydration Guides	Fall Apparel Guides Fall Running Shoe Guide Olympics Coverage Vuelta a España Fall Hiking Guide Fall Outdoors Gear Guide
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Fall Tech Guide Fall Cycling Gear Guide 70.3 World Championships ITU WTS Championship Fall Fitness Gear Guide	Cycling Product Reviews Tri Shoe Guide Kona IRONMAN World Championship Tri Bike Reviews	Winter Apparel Guides Staying Healthy at Thanksgiving Turkey Trots Winter Running Shoe Guide XTERRA World Championship New York City Marathon Winter Camping Gear Guide	Winter Tech Guide Holiday Gift Guides

CONTENT TAKEOVER



Reach a diverse cross-section of America through a channel takeover that follows visitors through the site as they look for things to do, articles, and equipment for their next adventure.

GUIDELINES

Take over 100% share of voice on a page

- Contextual targeting by activity or distance
- Plus 1 technology: takeover follows user through site
- 7 Day duration
- 728X90
- 300X250
- 300X600
- 1600X800

SPECIAL OFFER EMAIL

Increase urgency and reach with special offer emails. This dedicated email, which is dedicated to your product or service, will reach the audience you're looking for in a custom design that fits your distinct brand.

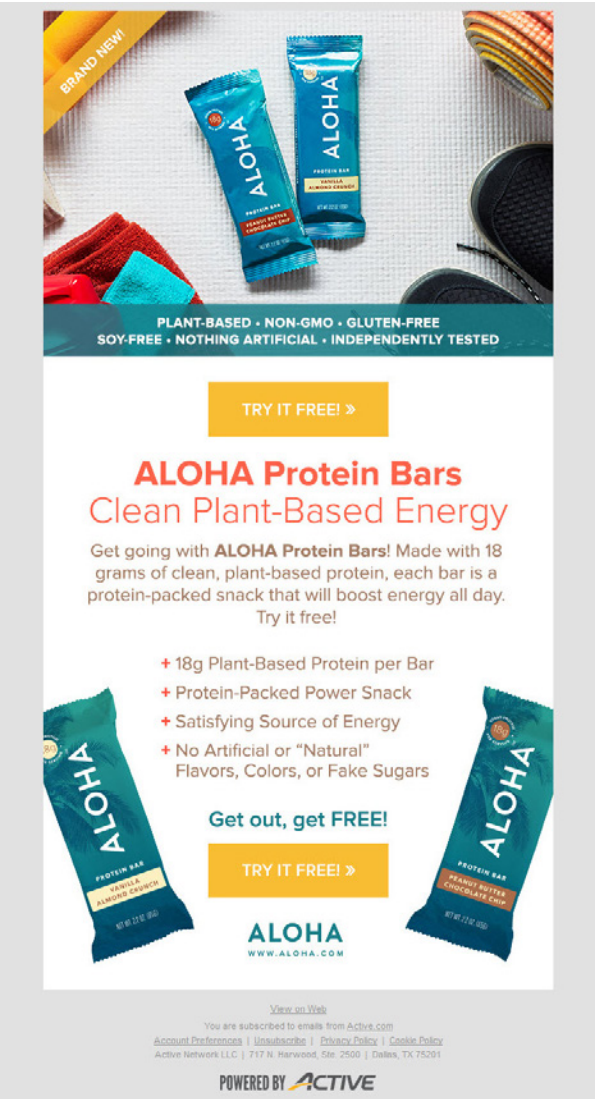
GUIDELINES

- The Special Offer email must include a clear special offer
- Up to 100 words of content are allowed
- Singular message driving people to action
- Images & Logos
- .psd file (600 pixels wide can be any height)
- Links

Allows for advertiser to leverage Active's opt-in user email list to promote products exclusive to ACTIVE subscribers without outside noise.

DETAILS

- List size of 2.9M
- Monday and Thursday Sends (\$35K per email)
- Special Sends on Black Friday and Cyber Monday (\$50K per email)



BRAND NEW!

PLANT-BASED • NON-GMO • GLUTEN-FREE
SOY-FREE • NOTHING ARTIFICIAL • INDEPENDENTLY TESTED

TRY IT FREE! »

ALOHA Protein Bars
Clean Plant-Based Energy

Get going with **ALOHA Protein Bars**! Made with 18 grams of clean, plant-based protein, each bar is a protein-packed snack that will boost energy all day. Try it free!

- + 18g Plant-Based Protein per Bar
- + Protein-Packed Power Snack
- + Satisfying Source of Energy
- + No Artificial or "Natural" Flavors, Colors, or Fake Sugars

Get out, get FREE!

TRY IT FREE! »

ALOHA
WWW.ALOHA.COM

View on Web
You are subscribed to emails from Active.com
[Account Preferences](#) | [Unsubscribe](#) | [Privacy Policy](#) | [Cookie Policy](#)
Active Network LLC | 717 N. Harwood, Ste. 2500 | Dallas, TX 75201

POWERED BY **ACTIVE**

CONTENT NEWSLETTERS

Target engaged consumers who have high interest in your brand's category. This contextual targeting allows you to position your product or service when and where it is most relevant.

CONTENT NEWSLETTERS:

ACTIVE Outdoors
ACTIVE Running
ACTIVE Triathlon
ACTIVE Cycling

ACTIVE Women
ACTIVE Tennis
ACTIVE Fitness
ACTIVEkids

CONTENT NEWSLETTER AD PLACEMENTS

AD SIZES

300x250
60x80 (presented by logo)

FILE TYPES

Static files only.

Newsletter is delivered every Wednesday

This week, sign up for a test minute Mother's Day run, learn the benefits of summer camp, check out the top jogging strollers for 2015, and more. If this newsletter isn't displaying correctly, cut and paste this link into a Web browser: <http://www.active.com/women/Newsletters/5-6-15.htm>

ACTIVE

ACTIVE WOMEN

Presented by **Playtex SPORT**

Like Us | find more newsletters | go to Active.com Women

30-Day HIIT Challenge
There's no magic pill that burns fat overnight. But there is a workout that makes big changes to your body fast. Learn how HIIT can get you quick results. » [More](#)

2015 Best Jogging Strollers
Balancing family and running time can be a challenge for any active parent, but the right jogging stroller can make all the difference. Check out what topped our list. » [More](#)

Focus Better During Your Runs
It's easy to let your thoughts wander while out on your run, but that can hurt your performance. Clear your mind and shift your focus to pick up your pace. » [More](#)

9 Family-Friendly Whole-Grain Meals
Eating well as a family while fueling right can be challenging. These nine dishes will please everyone's bellies and still provide you with the right nutrients to train your best. » [More](#)

4 Benefits of Summer Camp
Keeping kids active during the summer can pay major dividends in the long run. Consider the benefits a camp experience can have when planning your child's break. » [More](#)

Last-Minute Mother's Day Runs
Not sure what to do this Mother's Day weekend? Skip the crowds and long lines at brunch, and register for a fun-filled race to celebrate mom. » [More](#)

Shape Up for Summer
» [11 Creative Ways to Walk More](#)
» [5 Core Exercises for Beach-Ready Abs](#)
» [3 Tricks to Sculpt Your Midsection](#)

Featured Events
[Find More Events](#)

Cosmo 7K - Vancouver, WA August 8, 2016
Join us for an "all ladies" Cosmo 7K run in Vancouver, Washington. This is a fun-filled evening with running, hanging out with your friends, and (of course) sipping on Cosmo!
[Register!](#)

Resources for Women
» [The Ultimate Yoga Guide](#)
» [Diet & Weight Loss Plan](#)
» [Injury Prevention](#)
» [Newbie Runners](#)
» [Strength Training Guide](#)
» [Fitness Training Plans](#)
» [Marathon Training Guide](#)
» [6K Training Guide](#)
» [Sports Nutrition](#)

Presented by **Playtex SPORT**

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AD SPECIFICATIONS

Creative	Dimensions (Pixels)	Expansion	Initial Download Size	Full Download Size	Max Multimedia Frame Rate	Max Length
Medium Rectangle	300 x 250	600x250	40K	100K	24 fps	15s
Wide Skyscraper	160 x 600	728x225	40K	100K	24 fps	15s
Leaderboard	728 x 90	728x315	40K	100K	24 fps	15s
Mobile Leaderboard	320 x 50	NA	40K	100K	24 fps	15s
Skins—ACTIVE.com	1600 x 800	NA	40K	100K	24 fps	15s
Interstitial	640 x 480	NA	40K	100K	24 fps	15s

ASSET DEADLINES

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**.

FILE TYPES

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

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

DON'T TAKE OUR WORD FOR IT

“

Given that EAS Sports Nutrition is a brand that stands for the relentless pursuit of health and performance, we were looking for a like-minded partner with a heritage in endurance sports to take our client outreach to the next level. We knew that when looking to make a leap into the endurance market, we would need a strong partner fully immersed in the space with vast knowledge of our consumer. ACTIVENetwork allows us to creatively reach our consumer via digital media and flawless event execution and keeps us on the pulse of what's trending and where the opportunities exist.

Pam Bede, Brand Manager, EAS Sports Nutrition

We have been working with the ACTIVE advertising team for 4 years and it has been a great experience. The people are fantastic to work with and the different platforms truly help our business grow each year! Looking forward to working and growing our business thru Active for years to come.

Eric Smith / CEO PRO Compression

Beyond our go-to for sampling and event activation in the endurance market, ACTIVE Network has proven to be a trusted advisor across all categories. They truly know how to connect our brand with our targeted consumer via an unparalleled reach and dynamic consumer engagement.

Michelle Callen, Assistant Brand Manager, Emergen-C

”

GET STARTED WITH ACTIVE

CONTACT US

888.227.9826
MediaSales@ACTIVEnetwork.com

ACTIVE Network Global Headquarters
717 N. Harwood Street, Suite 2700
Dallas, TX 75201

ACTIVE Network® is the leading global marketplace for activities and events, connecting participants and activity organizers, while offering unparalleled business intelligence through our industry-leading data solutions and insights platform that helps organizers drive increased participation and revenue.

ACTIVE Network annually processes nearly 100 million registrations and more than \$3B in payments for over 47,000 organizers and 200,000 activities and events worldwide. Our enterprise-level ACTIVEWorks® platform offers organizers leading-edge SaaS technology that streamlines the administration of activities and events.

Our ACTIVE Network Activity Cloud™ platform combines data analytics and business intelligence tools to provide actionable insights that help organizers better manage their events and increase participation. Founded in 1999, ACTIVE Network is headquartered in Dallas, Texas with offices throughout North America, Europe, Asia and Australia.

For more information, please visit ACTIVEnetwork.com and follow us on Twitter.



ACTIVE

WE ARE ACTIVE

Media Kit 2016

MISSION STATEMENT



ACTIVE Network is more than just online registration. We help race directors promote their events to our audience of engaged athletes all over the country.

We can provide you with multiple venues to reach your specific audience, expert creative designers to build your ad, professional media buyers to help you plan your ad campaign, consultants, and tools to help you track it all.

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

Let's get started.

AD SPECIFICATIONS

Creative	Dimensions (Pixels)	Expansion	Initial Download Size	Full Download Size	Max Multimedia Frame Rate	Max Length
Medium Rectangle	300 x 250	NA	40K	100K	24 fps	15s
Wide Skyscraper	160 x 600	NA	40K	100K	24 fps	15s
Leaderboard	728 x 90	NA	40K	100K	24 fps	15s
Advert	115 x 115	NA	40K	100K	24 fps	15s

SUBMISSION DEADLINES

Local Events Newsletter Due Dates:

All assets must be received **ten (10) business days** prior to launch

Special Offer Emails:


All assets must be received **ten (10) business days** prior to launch



Let us work with you to create urgency and increase registration with a dedicated email for your event. Extend your reach to a larger audience while enjoying 100% share of voice.

- The Special Offer email must include a clear special offer with the coupon code emphasized
- Up to 100 words of content are allowed
- Singular message driving people to registration
- Images & Logos
- .psd file (600 pixels wide X any height)
- Links

Save \$26, use coupon code:
Look for more exclusive discounts in your inbox every week!
[View on Web](#) | [Share](#) | [Subscription Center](#)



IRONMAN 70.3

BUFFALO SPRINGS
Lake

FIGHT FOR YOUR RIGHT TO STAY FIT THIS CHRISTMAS

USE PROMO CODE:
XMASFIT

ENTER BY DECEMBER 31 TO
SAVE \$26

ARE YOU TOUGH ENOUGH TO STAY FIT THROUGH THIS HOLIDAY SEASON?

KEEP YOUR FITNESS IN CHECK

Register for the

2015 IRONMAN 70.3 BUFFALO SPRINGS

AND START YOUR TRAINING TODAY.

JUNE 28TH

The 26th annual race day will be held on June 28th in the canyons of Buffalo Springs Lake, Texas.

70.3 COURSE

Featuring a 70.3 course that is rumored to be one of the toughest on the circuit.

With race day 6 months away and a guaranteed tough race, your holiday season will be filled with fitness cheer for all to hear.

Check out these **IRONMAN 70.3 training tips** for inspiration.

**'TIS THE SEASON TO
GIVE YOURSELF THE GIFT OF FITNESS
REGISTER TODAY**

You are subscribed to exclusive discounts from [Active.com](#).
To manage your Active.com email subscriptions, [click here](#).
To unsubscribe from exclusive discounts,
<http://www.active.com/?id=12777&cc=active.com%2Fen-us%2Femail%2Funsubscribe-offer&mcAid=521698>

Active Network, LLC | 717 N. Harwood, Ste. 2500 | Dallas, TX 75201

CONTENT NEWSLETTERS

Reach a highly relevant, engaged audience 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.

CONTENT NEWSLETTERS:

ACTIVE Outdoors
ACTIVE Running
ACTIVE Triathlon
ACTIVE Cycling
ACTIVE Women

ACTIVE Tennis
ACTIVE Fitness
ACTIVEkids

CONTENT NEWSLETTER AD PLACEMENTS

AD SIZES

300x250
115x115
60x80

FILE TYPES

Static files only.

Newsletter is deployed every Wednesday

This week, read how to watch the IRONMAN World Championships, check out our race predictions, see which celebrities are Kona finishers and more.

If this newsletter isn't displaying correctly, cut and paste this link into a Web browser: [Link to content](#)

ACTIVE TRIATHLETE

Presented by **MUNCIE** REGISTER NOW!

[Like Us](#) > [find more newsletters](#) > [go to Active.com Triathlon](#)

Kona By the Numbers

More than 2,300 athletes will gather in Kona on October 10 for the most iconic endurance event in the world. > [More](#)

Rudy! Rudy! Rudy!

Actor Sean Astin and surfer Sunny Garcia are two celebrities racing Kona this year. Who else has finished this legendary race? > [More](#)

Van Lierde Talks Kona 2015

With the 2015 IRONMAN World Championship approaching, we talked triathlon with the 2013 champion himself. > [More](#)

How to Watch #IMKona 2015

Unfortunately, we can't all be on the Big Island this weekend, so here's how to follow all the #IMKona action from home. > [More](#)

VIDEO: Jackson Takes on Kona 2015

With two big wins earlier in the season, Heather Jackson punched her ticket to the 2015 IRONMAN World Championship. > [More](#)

The Kona Crystal Ball

Want to know what's going to happen before the cannon goes off? Michael Lovato and Matt Lieto make a bold attempt to predict the future. > [More](#)

Recent Articles

- > [Sunglasses and Triathlon Performance](#)
- > [6 Cycling Kicks for Triathletes](#)
- > [Lessons Learned From My Worst Race Ever](#)
- > [2015 Kona Pro Start List Announced](#)

Resources for Triathletes

- > [Exclusive Triathlon Deals](#)
- > [Olympic Distance Guide](#)
- > [Strength Training Guide](#)
- > [Cave It a Tri](#)
- > [Injury Prevention](#)
- > [Running Tips](#)
- > [Iron Tri Training Guide](#)
- > [Sports Nutrition](#)
- > [Cycling Tips](#)

Featured Events

[Find More Triathlons](#)

IRONMAN 70.3 Ironman Buffalo Springs Lake Event

Join us on June 26, 2016 for one of the hardest IRONMAN events that will prepare you for the IRONMAN World Championship.

[REGISTER NOW](#)

[Register](#)

Presented by **MUNCIE** REGISTER NOW!

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LOCAL EVENT NEWSLETTERS

Promote your event in Local Event Newsletters and increase awareness for your event. Engage our talented team of designers to help your event stand out from the rest and grow your registration potential.

LOCAL EVENTS AD PLACEMENTS

AD SIZES

728x90

300x250

160x600

Adverts – ORGS ONLY

Main Ads – ORGS ONLY

FILE TYPES

Static files only

Able to segment by all 210 DMAs
Newsletter is deployed every Sunday

Population of opt-in subscribers: 10.7 Million

SUPER RUN DALLAS
OCTOBER 17, 2015
REGISTER NOW!

ACTIVE
Your Guide to an Active Planet

Local Events

Rahr & Sons Oktoberfest 5K - 9.26.15 - Fort Worth
Run, Party, Prost! Wear your dirdl, Lederhosen; go German at the Rahr & Sons Oktoberfest 5K @ Rahr & Sons Brewing. Three tasty beers + commemorative pint glass + brat + dry til shirts THE OKTOBERFEST PARTY. Accept no substitutes, go Rahr!

REGISTER FOR OTHER EVENTS TODAY: [Urban Assault Austin - November 1, 2015](#), [Register for Santa Barbara Veterans Day Marathon & Half](#), and [Ironman Cozumel - November 29, 2015](#)

10/01/2015 - [Train for a medal for all](#) - Anywhere USA, IL
10/01/2015 - [Track your miles-Receive a...](#) - Anywhere USA, CA
10/03/2015 - [Paint Palestine Pink Annual](#) - Palestine, TX
10/10/2015 - [NRH Road Runner 5K](#) - North Richland Hills, TX
10/24/2015 - [The Colony Half - 3rd Annual](#) - The Colony, TX
11/01/2015 - [ba26.2 & half marathon](#) - Bowling Green, KY
11/22/2015 - [Fall Classic Half Marathon](#) - Naples, FL
02/14/2016 - [Paradise Coast Marathon, Half](#) - Naples, FL
[Advertise your event here](#)

Marathon Bahamas - January 16-17, 2016
A flat, fast course features the best focal points of The Bahamas. Oceanfront start and finish, stunning cityscapes, historic charm, miles of ocean view and a awesome post-race party. [Register Today!](#)

National Events [See more](#)

NRH Road Runner 5K
<https://nrhroadrunner.athlete360.com/> The 5K Run/Walk begins at Green Valley Park and winds through the beautiful John Darfield and Calloway Branch Trails while also combining on-road sections in NRH

More Events in Your Area [See more](#)

09/26/2015 - [Strides for Life Run, Walk & Family Fest](#) - San Antonio, TX
09/27/2015 - [2015 Texas10 Huntsville](#) - Huntsville, TX
10/25/2015 - [IRONMAN 70.3 LOS CABOS 2015](#) - Plaza Mijares, Centro Historico, san josÃa del cabo, b.c.s
11/01/2015 - [2015 Texas10 Katy](#) - Katy, TX
11/01/2015 - [Urban Assault Ride AUSTIN](#) - Austin, TX
12/06/2015 - [2015 Texas10 Conroe](#) - Conroe, TX
04/10/2016 - [Big D Texas Marathon](#) - Dallas, TX
04/16/2016 - [Texas Big Star Half Marathon & 5K](#) - Frisco, TX
05/07/2016 - [DALLAS GRAN FONDO](#) - DALLAS, TX
06/26/2016 - [2016 Ironman 70.3 Buffalo Springs Lake Eve](#) - Lubbock, TX
[Advertise your event here](#)

The Colony Half - 3rd Annual Race 10/24/15
EXPERIENCE THE COLONY HALF: The City of The Colony & The Colony Roadrunners Club proudly invite you to run the 3rd annual The Colony Half on Oct 24th, 2015. Huge Bling - Cancer Cause Race - Be Awesome!

ILLUMINATIONS HALF
DECEMBER 19, 2015
SAN ANTONIO, TX
HALF, 10K, 5K
REGISTER NOW

[Find an Event](#) | [Training Plans](#) | [Message Boards](#) | [Active Women](#) | [Fitness](#) | [Subscribe](#)
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You are currently subscribed to local-events as: mike.disen@activenetwork.com. When you registered online with Active.com you requested to stay informed about events in your area. If you would like to unsubscribe from future newsletter mailings, please click on the following link: [%url.unsubscribe%](#) or send a request by mail to Active Network, LLC, 717 N. Harwood, Ste 2500 | Dallas, TX 75201.

INSTANT ADS

Take control of your marketing budget and promote your event on several of ACTIVE's properties. You pay only when someone clicks on your advertisement in ACTIVE.com's activity feed, newsletters, and local events mailings.

[Buffalo Springs Lake - June 26, 2016](#)
11/01/2015 - [Urban Assault Ride AUSTIN](#) - Austin, TX
11/14/2015 - [Lights, Camera, ACTION!](#) - Abilene, TX
11/26/2015 - [Abilene Turkey Trot 2015](#) - Abilene, TX
12/12/2015 - [Abilene Champ Major Zone \(CMZ\)](#) - Abilene, TX
12/19/2015 - [ILLUMINATIONS HALF - Night...](#) - San Antonio, TX
01/17/2016 - [COCOA WOMEN'S HALF Marathon](#) - San Antonio, TX
03/05/2016 - [2016 The Woodlands Marathon](#) - The Woodlands, TX
04/16/2016 - [Texas Big Star Half Marathon](#) - Frisco, TX
[Edit](#)
[Advertise your event here](#)


ILLUMINATIONS HALF - Night Time 1/2 Marathon
Welcome to our 3rd Annual ILLUMINATIONS HALF and St. Nick at Night 5k runs. San Antonio's original NIGHT TIME 1/2 Marathon & Relay at the amazing JW Marriott San Antonio Hill Country Resort & Spa.
[See more](#)
[Edit](#)


Urban Assault Ride AUSTIN
Set out on a city-wide quest for 'checkpoints' on your favorite two-wheeled steeds. At each checkpoint, you'll drop your bikes and complete a funky/adventurous obstacle course.
[See more](#)
[Edit](#)


MASQUERADE HALF Marathon
Ever wonder what it would be like to run a world class golf course like TPC San Antonio's The Oaks Course on a calm Fall October Saturday morning? You can with the Inaugural MASQUERADE Half Marathon!
[See more](#)
[Edit](#)


SAN ANTONIO, TX HALF, 10K, 5K
DECEMBER 19, 2015
[REGISTER NOW](#)


Over 775,000 "active" people have already joined the Active.com [Facebook](#) page. Come see why.


GEICO
Special ACTIVE.com member discount on car insurance


BIG D MARATHON
APRIL 10 2016
DALLAS



CONTENT TAKEOVER

Maximize your reach nationwide through a content takeover that displays your race as visitors navigate our site looking their next race, training articles, and athletic equipment. With 100% share of voice, you can gain awareness and increased registration from the largest audience possible.

GUIDELINES

Take over 100% share of voice on a page

- Contextual targeting by activity or distance
- Plus 1 technology: takeover follows user through site
- 7 day duration
- 728x90
- 300x250
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- 1600x800



WORK WITH ACTIVE

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For more information, please visit ACTIVEnetwork.com and follow us on Twitter.