

REACH PEOPLE WHO WON'T SIT STILL

Event Directors Media Kit 2017

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 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
Wide Skyscraper	160 x 600	728 x 225	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

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.

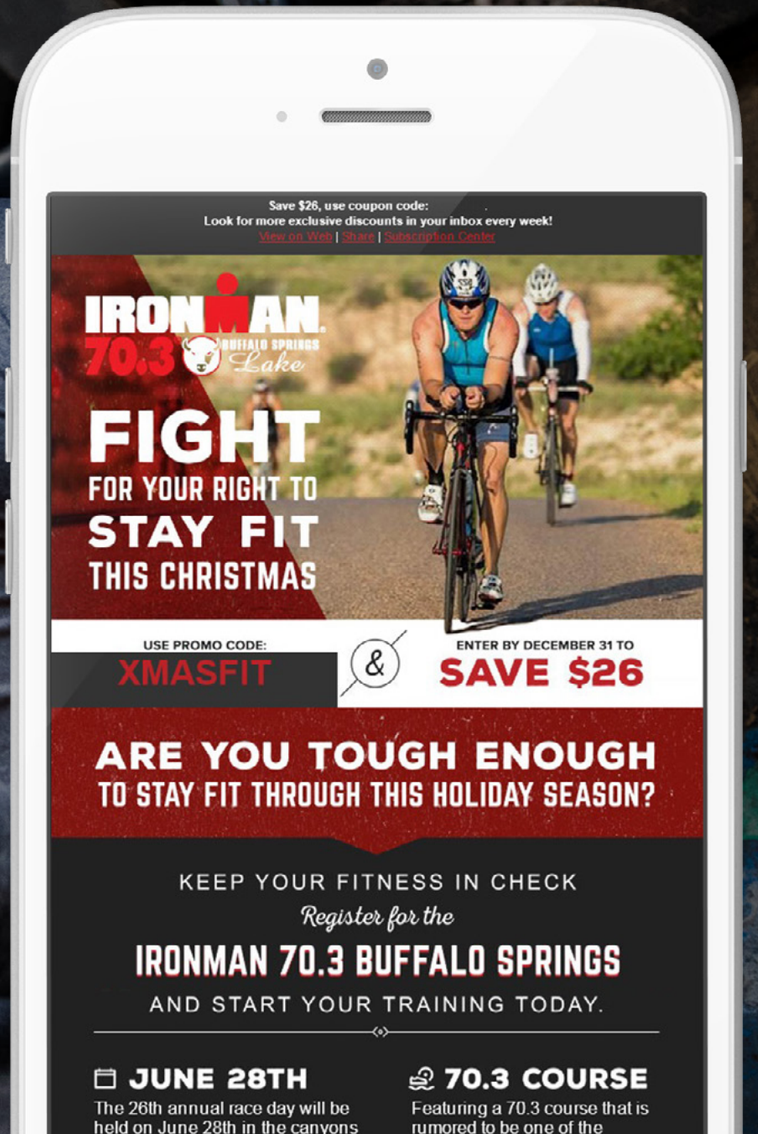
Extend your reach to an audience of 1.8 million unique subscribers while enjoying 100% share of voice. Your special offer email is tailored to your brand's imagery and message.

1.8M
subscribers

6%
avg. 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)



LOCAL EVENTS NEWSLETTERS

Reach racers who live nearby

Promote your event in Local Events Newsletters and increase awareness in the local 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.

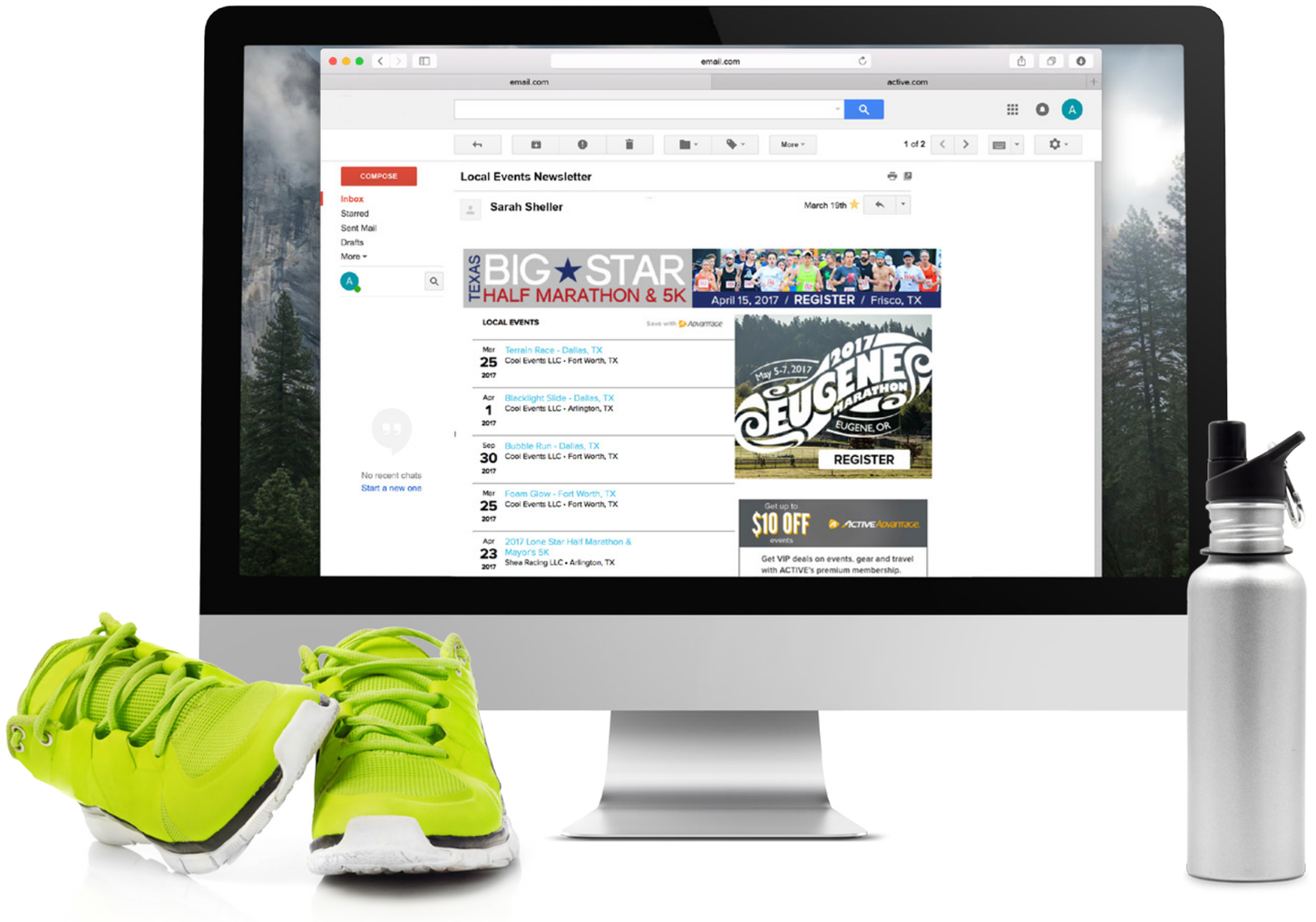
2M
subscribers

210
DMAs (locals)
to choose from

25M
2016 email opens
with event placements

AD SPECS

+ 728x90
+ 300x250
+ 160x600



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

2.1M
subscribers

38M
2016 email opens



AD SPECS

+ 300x250
+ 115x115
+ 60x80

SOCIAL PROMOTION

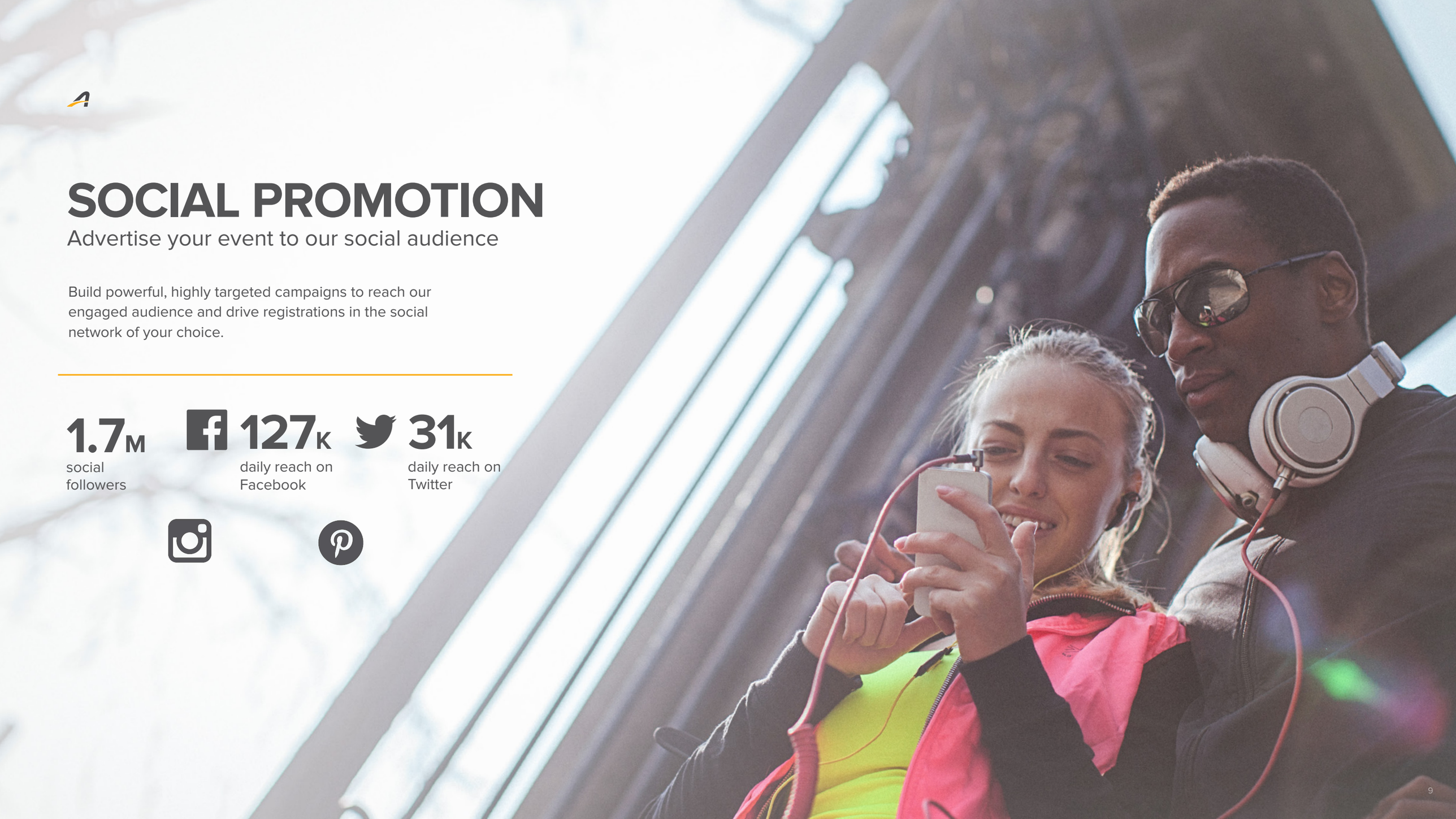
Advertise your event to our social audience

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

1.7M social followers

127K daily reach on Facebook

31K daily reach on Twitter



INSTANT ADS

Boost your event's placement on ACTIVE.com

Low budget advertising options are available on ACTIVE.com. Take control of your marketing budget 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

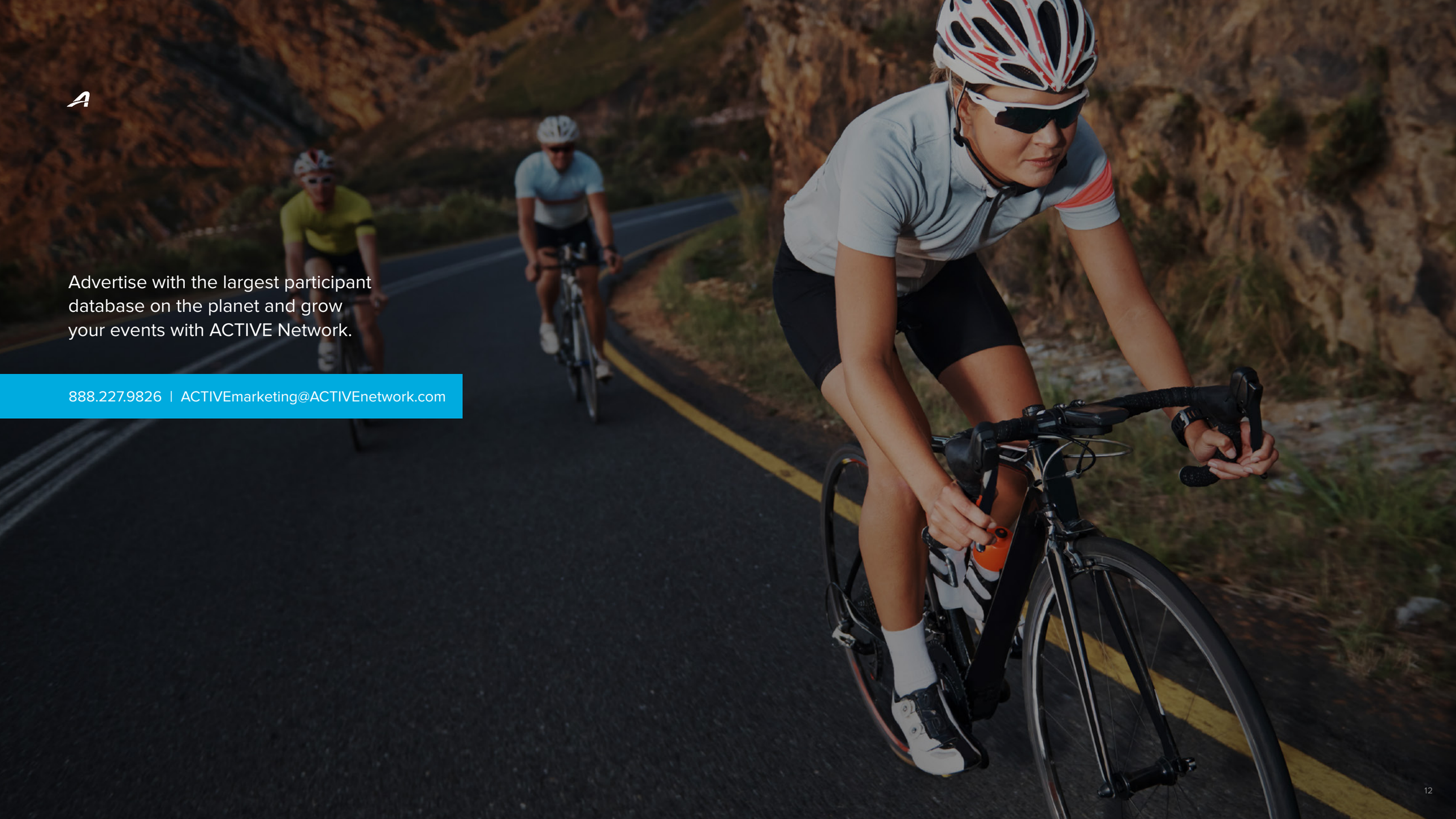
ACTIVE Network® is the premier global marketplace for activities and events, connecting participants and activity organizers, while offering actionable business intelligence through our industry-leading data solutions and insights platform that helps organizers drive increased participation and revenue.

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.

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.



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

888.227.9826 | ACTIVEmarketing@ACTIVEnetwork.com