REACH PEOPLE WHO WON’T SIT STILL

Media Kit 2016
REACH PEOPLE WHO WON’T SIT STILL

Our Sites

**Visitor Profile**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Female 66.2%, Male 33.8%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age Groups</td>
<td>Median: 43.8</td>
</tr>
<tr>
<td>HHI</td>
<td>Median: $93K</td>
</tr>
<tr>
<td>Total Visits</td>
<td>9.1M</td>
</tr>
<tr>
<td>Page Views</td>
<td>33+ Million</td>
</tr>
</tbody>
</table>

**Visitor Profile**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Female 57.8%, Male 42.2%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age Groups</td>
<td>Median: 48.1</td>
</tr>
<tr>
<td>HHI</td>
<td>Median: $79K</td>
</tr>
<tr>
<td>Total Visits</td>
<td>4.3M</td>
</tr>
<tr>
<td>Page Views</td>
<td>35+ Million</td>
</tr>
</tbody>
</table>

**Visitor Profile**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Female 48%, Male 52%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age Groups</td>
<td>Median: 46.1</td>
</tr>
<tr>
<td>HHI</td>
<td>Median: $88K</td>
</tr>
<tr>
<td>Total Visits</td>
<td>973K</td>
</tr>
<tr>
<td>Page Views</td>
<td>1.9+ Million</td>
</tr>
</tbody>
</table>

**Visitor Profile**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Female 50%, Male 50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age Groups</td>
<td>Median: 46.7</td>
</tr>
<tr>
<td>HHI</td>
<td>Median: $89K</td>
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<tr>
<td>Total Visits</td>
<td>2.9M</td>
</tr>
<tr>
<td>Page Views</td>
<td>10.8+ Million</td>
</tr>
</tbody>
</table>

Source: SiteCatalyst & Comscore, AUG 2015
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

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
</tr>
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</table>

<table>
<thead>
<tr>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUGUST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mother’s Day Gift Guide</td>
<td>Father’s Day Gift Guide</td>
<td>Tour de France Summer Hydration Guides</td>
<td>Fall Apparel Guides Fall Running Shoe Guide Olympics Coverage Vuelta a España Fall Hiking Guide Fall Outdoors Gear Guide</td>
</tr>
<tr>
<td>Summer Running Shoe Guide</td>
<td>Summer Tech Guide</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Giro d’Italia</td>
<td>Summer Cycling Gear Guide</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Summer Tri Gear</td>
<td>Summer Outdoors Gear Guide</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Summer Workout Plans</td>
<td></td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
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</thead>
<tbody>
<tr>
<td>Fall Tech Guide</td>
<td>Cycling Product Reviews</td>
<td>Winter Apparel Guides  Staying Healthy at Thanksgiving</td>
<td>Winter Tech Guide Holiday Gift Guides</td>
</tr>
<tr>
<td>Fall Cycling Gear Guide</td>
<td>Tri Shoe Guide</td>
<td>Winter Running Shoe Guide</td>
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</tr>
<tr>
<td>70.3 World Championships</td>
<td>Kona IRONMAN World Championship</td>
<td>XTERRA World Championship</td>
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</tr>
<tr>
<td>ITU WTS Championship</td>
<td>Tri Bike Reviews</td>
<td>New York City Marathon</td>
<td></td>
</tr>
<tr>
<td>Fall Fitness Gear Guide</td>
<td></td>
<td>Winter Camping Gear Guide</td>
<td></td>
</tr>
</tbody>
</table>

|                              |                                              |                                            |                             |
|                              |                                              |                                            |                             |
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
- 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)
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.
AD SPECIFICATIONS

<table>
<thead>
<tr>
<th>Creative</th>
<th>Dimensions (Pixels)</th>
<th>Expansion</th>
<th>Initial Download Size</th>
<th>Full Download Size</th>
<th>Max Multimedia Frame Rate</th>
<th>Max Length</th>
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</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>600x250</td>
<td>40K</td>
<td>100K</td>
<td>24 fps</td>
<td>15s</td>
</tr>
<tr>
<td>Wide Sky Scraper</td>
<td>160 x 600</td>
<td>728x225</td>
<td>40K</td>
<td>100K</td>
<td>24 fps</td>
<td>15s</td>
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<tr>
<td>Leaderboard</td>
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<td>728x315</td>
<td>40K</td>
<td>100K</td>
<td>24 fps</td>
<td>15s</td>
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<tr>
<td>Mobile Leaderboard</td>
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<td>NA</td>
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<td>100K</td>
<td>24 fps</td>
<td>15s</td>
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<tr>
<td>Skins—ACTIVE.com</td>
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<td>15s</td>
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<td>Interstitial</td>
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<td>NA</td>
<td>40K</td>
<td>100K</td>
<td>24 fps</td>
<td>15s</td>
</tr>
</tbody>
</table>

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. ACTIVE Network 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
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.
WE ARE ACTIVE
Media Kit 2016
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

<table>
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<tr>
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<td>100K</td>
<td>24 fps</td>
<td>15s</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>NA</td>
<td>40K</td>
<td>100K</td>
<td>24 fps</td>
<td>15s</td>
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<tr>
<td>Advert</td>
<td>115 x 115</td>
<td>NA</td>
<td>40K</td>
<td>100K</td>
<td>24 fps</td>
<td>15s</td>
</tr>
</tbody>
</table>

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
SPECIAL OFFER EMAIL

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.

GUIDELINES

- 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

 Allows for advertiser to leverage ACTIVE’s opt-in user email list to promote events exclusive to ACTIVE subscribers without outside noise.
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 Tennis
ACTIVE Running  ACTIVE Fitness
ACTIVE Triathlon  ACTIVEKIDS
ACTIVE Cycling
ACTIVE Women

CONTENT NEWSLETTER AD PLACEMENTS

AD SIZES
300x250
115x115
60x80

FILE TYPES
Static files only.

Newsletter is deployed every Wednesday
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
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.
CONTENT TAKEOVER

Maximize your reach nationwide through a content takeover that displays your race as visitors navigate our site looking for 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
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