JOIN THE JOURNEY

2017 Media Kit
WHY ACTIVE?

Only ACTIVE can embed your brand into the journey of your target consumers and motivate them to buy at just the right time.

ACTIVE Network does more than registration for endurance, outdoor and community activities. We power the entire process from beginning to end. Because of that, we can help brands reach consumers in unique ways at every stage of their journey.

Come be a part of our network.

Make sure your brand is there every step of the way.
25 PERCENT of U.S. households use ACTIVE Network activities
18.5 MILLION monthly unique reach
8.4M average registrations per month

Advertise with the largest participant database on the planet.
101 MILLION REGISTRATIONS IN 2016
ON-SITE ENGAGEMENT

There are hundreds of thousands of events—but only we know which ones are popular with your target demographic.

Sponsorship
From banners to finish line takeovers, we know which placement is the most impactful for your objectives.

Ambassadors & Sampling
We can help design and build your booth, hire and train ambassadors, and distribute samples.

Grassroots Enthusiasts
We’ll help you find and connect with people who love your brand and are willing to tell others about it.

10k brand ambassadors work for us
1.9k endurance events/month
42k event and activity organizers use ACTIVE
IPICO SHOE TAGS AND BIBS
Attach your brand to every racer on race day

Ask us about:
+ IPICO shoe tags
+ Bib sponsorship

450 timers globally
15M runners racing with IPICO
**SAMPLING**

Deliver your samples and get feedback

From storage to distribution to analysis, get more out of your sampling program when you work with ACTIVE.

The ACTIVE sampling teams provide detailed industry reporting.

64M samples delivered
15K sampling partner locations
25M participants
ACTIVE ENGAGEMENT PLATFORM

Reach customers when they’re most likely to buy

ACTIVE Engagement Platform is used to digitize information about events, conferences, parks and recreation centers. Participants, guests and members visit the site to easily view information and interact with sponsored content.

Endurance events use Virtual Event Bags to display race information and offers while state parks share important information with campers before, during and after their stays.

Ask us about:
+ Global Sponsorships
+ Targeted Sponsorships
+ Sponsored Takeovers

2.5 visits per visitor
7/10 of the largest events using VEB
6.6M projected state park AEP emails in 2017
# WEBSITES
Find your niche on our web properties

<table>
<thead>
<tr>
<th>Audience</th>
<th>Monthly Avg Pageviews</th>
<th>Monthly Visits</th>
<th>Monthly Unique Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active lifestyle consumers</td>
<td>50.7M</td>
<td>11.4M</td>
<td>8.3M</td>
</tr>
<tr>
<td>Active families</td>
<td>723K</td>
<td>121K</td>
<td>111K</td>
</tr>
<tr>
<td>Outdoors enthusiasts</td>
<td>26.7M</td>
<td>2.9M</td>
<td>1.8M</td>
</tr>
<tr>
<td>Runners</td>
<td>1M</td>
<td>402K</td>
<td>266K</td>
</tr>
<tr>
<td>Lacrosse players, coaches and fans</td>
<td>6M</td>
<td>874K</td>
<td>264K</td>
</tr>
<tr>
<td>Coaches and small business owners</td>
<td>105K</td>
<td>31K</td>
<td>20K</td>
</tr>
</tbody>
</table>
DIGITAL ADS
Online ads come with detailed tracking and performance metrics

Ask us about:
+ IABs
+ Site Takeovers
+ Sponsored Content
+ Custom Content

#1
most visited running website, according to Running USA

854
activity types available on ACTIVEkids.com

10%
increase in impressions on ReserveAmerica.com between 2015 and 2016
# AD SPECS

Sizing and file information

<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>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>600 x 250</td>
<td>40K</td>
<td>100K</td>
<td>24fps</td>
<td>15s</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600</td>
<td>728 x 225</td>
<td>40K</td>
<td>100K</td>
<td>24fps</td>
<td>15s</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>40K</td>
<td>100K</td>
<td>24fps</td>
<td>15s</td>
</tr>
<tr>
<td>Mobile Leaderboard</td>
<td>320 x 50</td>
<td>NA</td>
<td>40K</td>
<td>100K</td>
<td>24fps</td>
<td>15s</td>
</tr>
<tr>
<td>Skins—ACTIVE.com</td>
<td>1600 x 800</td>
<td>NA</td>
<td>40K</td>
<td>100K</td>
<td>24fps</td>
<td>15s</td>
</tr>
<tr>
<td>Interstitial</td>
<td>640 x 480</td>
<td>NA</td>
<td>40K</td>
<td>100K</td>
<td>24fps</td>
<td>15s</td>
</tr>
</tbody>
</table>

## 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 us:
888.227.9826
mediasales@ACTIVEnetwork.com
ACTIVE.COM

Editorial Calendar

JANUARY
+ New Year/New You
+ Winter Training
+ Plan Your Triathlon Season
+ Bike Reviews

FEBRUARY
+ Spring Running Shoe Guide
+ Cycling Gear Preview
+ Spring Triathlon Running Shoe Guide

MARCH
+ Spring Training Guide
+ Spring Running Apparel Guide
+ Spring Fitness Gear Guide
+ Outdoor Destination Guide
+ Spring Cycling Gear

APRIL
+ Boston Marathon
+ London Marathon
+ Spring Tech Guide
+ Cycling Shoe Guide
+ Summer Outdoors Gear Guide

MAY
+ Mother’s Day Gift Guide
+ Annual Cycling Kit Review
+ Summer Triathlon Gear
+ Summer Workout Plans
+ Triathlon Cycling Shoe Guide

JUNE
+ Father’s Day Gift Guide
+ Summer Hiking Guide

JULY
+ Tour de France
+ Summer Hydration Guides

AUGUST
+ Fall Running Shoe Guide
+ Fall Outdoors Gear Guide

SEPTEMBER
+ Fall Training Guide
+ Fall Cycling Gear Guide
+ Fall Fitness Gear Guide
+ Interbike Coverage

OCTOBER
+ Kona IRONMAN World Championship
+ 2018 Triathlon Bike Previews
+ 2018 Road Bike Previews
+ Winter Running Gear Guide
+ Chicago Marathon

NOVEMBER
+ Staying Healthy at Thanksgiving
+ Turkey Trots
+ Trail Running Shoe Guide
+ New York City Marathon

DECEMBER
+ Holiday Gift Guides
+ Healthy Eating Through the Holidays
+ ACTIVE.com Best Of Awards
## Editorial Calendar

### JANUARY
- Resolutions for Kids and Families
- Winter Activities
- Basketball
- Hockey

### FEBRUARY
- Spring Activities
- Dance
- Football
- Valentine’s Day

### MARCH
- Spring Gear Guide
- Summer Camps
- Baseball
- Lacrosse
- Softball
- Arts (Painting, Drawing, etc.)
- Earth Day

### APRIL
- Summer Camps
- Baseball
- Lacrosse
- Softball
- Golf
- Music
- Reading

### MAY
- Mother’s Day Gift Guide
- Summer Activities
- Baseball
- Soccer
- Swimming
- Softball
- Reading

### JUNE
- Father’s Day Gift Guide
- Summer Activities
- Swimming
- Golf

### JULY
- Fourth of July Safety
- Back-to-School
- Football
- Soccer
- Swimming
- Hiking/Camping

### AUGUST
- Back-to-School
- Football
- Soccer
- Volleyball
- Martial Arts
- Tennis
- Dance
- Cheerleading
- Gymnastics
- Reading

### SEPTEMBER
- Fall Activities
- Football
- Volleyball
- Basketball

### OCTOBER
- Halloween
- Fall Activities
- Basketball

### NOVEMBER
- Staying Healthy at Thanksgiving
- Basketball
- Hockey
- Arts & Crafts

### DECEMBER
- Holiday Gift Guides
- Resolutions for Kids and Families
- Winter Activities
- Hockey
VIDEO PRE-ROLL ADS

Play your video before our premium content

We built an audience so you don’t have to. ACTIVE videos help our audience train smarter, choose the best gear, eat healthier and live life to their highest potential.

Position your brand in front of an engaged audience and target viewers in your desired demographic.
MOBILE APPS
12 apps to leverage for a unique engagement experience

Ask us about:
+ App IABs
+ App Takeovers
+ App Sponsorships

500K active users per month
337M total app impressions
27.5M total app updates and downloads
# Mobile Apps

Reach different audiences in unique ways

<table>
<thead>
<tr>
<th>App Audience</th>
<th>App Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Couch to 5K</td>
<td>5K to 10K</td>
</tr>
<tr>
<td>Beginning runners</td>
<td>Intermediate runners</td>
</tr>
<tr>
<td>Serial event and outdoors participants</td>
<td>LaxPower</td>
</tr>
<tr>
<td>Busy families</td>
<td>Fitness fanatics</td>
</tr>
<tr>
<td>Health conscious eaters</td>
<td>5K to 10K</td>
</tr>
<tr>
<td>Lacrosse fans, athletes and coaches</td>
<td>Moonlight</td>
</tr>
<tr>
<td>Campers</td>
<td>5K to 10K</td>
</tr>
<tr>
<td>Outdoor enthusiasts</td>
<td>5K to 10K</td>
</tr>
</tbody>
</table>
SWEEPSTAKES

Build your distribution list

Build your personal contact list with sweepstakes and contests distributed through ACTIVE Network.

Ask us about:
+ Event sweepstakes
+ Email sweepstakes
EMAILS
Tap into our rich database of opted-in subscribers

Want to reach people looking for races in their area? Or those who want to learn more about their passion through helpful advice, training tips and gear guides? We have an email—and an ad space—for you.

Or, if you’re looking for more direct communication with our end consumers, we can work with you to develop a special offer email with messaging and imagery directly from your brand.

<table>
<thead>
<tr>
<th>Ads Available</th>
<th>Engaged Subscribers*</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special Offer Email</td>
<td>Entire Email</td>
<td>1.8M</td>
</tr>
<tr>
<td>Local Events Newsletters</td>
<td>Banner Ads</td>
<td>2M</td>
</tr>
<tr>
<td>Content Newsletters</td>
<td>Banner Ads</td>
<td>2M</td>
</tr>
</tbody>
</table>

*Engaged email subscribers are those that have interacted with our emails in the last year. These numbers are subject to change.
SOCIAL MEDIA
No one is more ACTIVE on social media

Ask us about:
+ Promoted campaigns
+ Sponsored campaigns

1.7M social followers across all platforms and brands
11.7M 2016 reach on Facebook
11.4M 2016 reach on Twitter
“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 through ACTIVE for years to come.”

ERIC SMITH
CEO PRO Compression
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.
JOIN US
ACTIVE can build you into the journey

Let your creativity shine with one-of-a-kind media offerings that connect with your target audience when they are actively living their lives. Build your custom plan with:

+ Sampling
+ Sponsorship
+ Apps
+ Ads
+ Emails

All media plans include custom reporting with ad heat maps, sampling, audience questionnaires and performance metrics.

Get more when you advertise with ACTIVE Network.

Make sure your brand is there every step of the way.
Join leading brands who have chosen to work with ACTIVE again and again because we deliver industry-leading ROI.

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