2025 Biketoberfest® Digital Advertising

<u>Maximize Your Reach to the Biketoberfest® Motorcycle Audience</u>

Welcome to the Biketoberfest® Digital Advertising Guide, your roadmap to leveraging the power of our extensive online and mobile platforms to reach passionate motorcycle enthusiasts. Whether you're looking to promote your brand, products, or services, Biketoberfest® offers a range of advertising opportunities designed to fit your needs and budget.

1. <u>Banner Ad Placement on Biketoberfest® Website</u>

Our website attracts over 675,000 visitors yearly, making it a prime location for your ads. Choose from various placement options to suit your strategy:

Secondary Page Header Ads (Events, Where to Stay and Vendors pages):

- $1,350.00 - yearly
- **Prominent placement on secondary pages for higher visibility.**

Premium Placement Homepage Header (Limited to 3 spots):

- $3,750.00 - yearly
- **The most coveted spot for maximum exposure on our high-traffic homepage.**

2. <u>Biketoberfest® Social Media Posts</u>

Harness the power of our large and engaged social media following (over 293K!) with sponsored posts on Facebook, Instagram, TikTok:

Sponsored Posts, Pre and During Event:

- Pre-event (November to 30 days out): $500.00 per post
- 30 days out to week prior to event: $1,000.00 per post
- Week prior and during event: $2,000.00 per post
- **Reach a broad audience through our active social media channels, driving engagement and brand awareness.**

3. Biketoberfest® e-Newsletters

Our e-Newsletters boast an impressive open rate, while reaching the motorcycle audience:

Email List: Approx. 45,000 subscribers
Recent Opens: Approx. 24.7% open rate

Standard Banner:

- $560.00 per email

4. Package Deals

For comprehensive exposure, consider our customized package deals. Contact us to discuss a tailored solution that fits your marketing goals and budget.

Contact Us:

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