

The NEWS

GET Your Products & Services Seen by the Right People



2021
MEDIA KIT

December 29, 2015

THE NEWS

is a powersports business to business publication, digitally distributed every Tuesday and Friday morning to over 22,000 Powersports Professionals throughout the U.S.

To read the news release in its entirety or watch the video click on the blue headline.

2016 KTM/HUSQVARNA FEATHERWEIGHT LITHIUM BATTERY **WPS**
Lower Retail Price | Two Year Replacement Warranty | Double the Cold Cranking Amps [LEARN MORE >>](#)

EagleRider Expands Support for Italian Adventurers
As EagleRider becomes a household name across the world, all website versions are being reexamined for the highest standards of ease and convenience for...

Pro Circuit Partner With Thuzi For Brand Development
Thuzi held successful tests of their technology in several Supercross 2015 tour events, using an RFID wristband issued to attendees to extend the Supercross experience like...

New Products: Pro Circuit Engine Parts for Honda and KTM Dirt Bikes
Our newest products are a new performance camshaft and valve springs for the 2016 Honda CRF250R and for KTM riders, we now have improved clutch springs for...

BMR Partners with American Honda for the 2016 AMA Pro Flat Track Season
While the partnership with American Honda is new for Morris, his rider Shayna Texler will be right at home on the 2016 Honda CRF 450R throughout the AMA Pro Flat Track...

Thousands of Bikers Honor Legacy of Motorcycle Drag Racing Legend Ray Price
Price was a native of Johnston County and a longtime resident of Raleigh. He served in the Air Force and was a Mason. Price was known as a kind and generous man, who was...

More Female Riders Than Ever According to Latest MIC Owner Survey
The MIC's latest Motorcycle Owner Survey found that women account for 14 percent of all U.S. motorcycle owners, well up from the 8 percent reported in...

The Teryx Girls are Ready to Tackle the Ultimate Desert Race in 2016
The Teryx Girls had an adventurous 2015 and are ready to make 2016 even more exciting as Sara Price and Erica Sacks are committed to the Ultimate Desert Race the...

Renthal Introduces WorksFit Handlebar Comparison Tool
Renthal is pleased to announce the launch of our WorksFit™ handlebar comparison tool on our website developed to help users establish the best bar in the...

Yamaha Recalling certain YZF-R1, YZF-R1C, YZF-R1MF and YZF-R1MFC motorcycles
Federal law bars any person from selling products subject to a publicly-announced voluntary recall by a manufacturer or a mandatory recall ordered by the Commission...

Can-Am Joins Performance Icon Ken Block - Video
Block, who is a talented World Rally Championship racer, X Games medalist and viral video trailblazer, is now an official ambassador for the Can-Am brand. Block and his...

Happy New Year



Join Our Mailing List!

Lonski and Associates, LLC
Motorcycle and Powersports Industry - Recruiting - Staffing

ENERGY ONE
Performance Exhaust

MTF
Motorcycle Tires & Accessories

SPEED 108

NATIONAL SPEEDWAY DIRECTORY

motorcycle TV SCHEDULE

motor sports NEWSWIRE

Every Club Has a Story Needing to be Told.

FREE
Worldwide Press Release Distribution

[LEARN MORE](#)

How do you benefit from Advertising with The NEWS?

Get Your Products & Services Seen by the Right People

NATIONAL Business-To-Business EXPOSURE:

Major Buyers & Decision Makers nationwide get The NEWS every Tuesday and Friday.

- The most cost effective way to keep your Company in front of Powersports Professionals every week.
- Banners in The NEWS can cost less than 1/3 of One Penny per powersports professional reached*.
- The NEWS delivers the latest New Products, Event and Business News straight to the intended target, the entire powersports industry.
- The NEWS is exclusively a Powersports Business to Business publication.

** This price is based on a one year insertion agreement with a 170 x 80 pixel banner.*

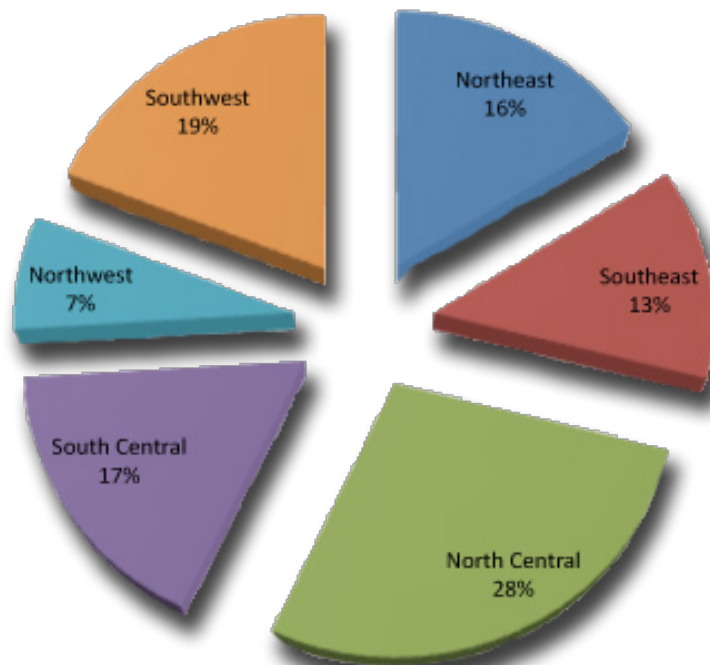
The NEWS

Circulation of The NEWS:

- *Current distribution is over 22,000 per issue,*
- *Average Open Rate 29.37%, national average 26.13%**
- *Average Click Through Rate 39.21%, national average 7.88%**
- *Total number of newsletters distributed to date is over 18,691,020.*

The NEWS is distributed exclusively to Powersports Professionals.

** "National Average" is based on the sports and recreation email data due to the lack of powersports professional email data.*



NORTHEAST

- Connecticut
- Delaware
- Maine
- Maryland
- Massachusetts
- New Hampshire
- New Jersey
- New York
- Pennsylvania
- Rhode Island
- Vermont
- Washington D.C.

SOUTHEAST

- Alabama
- Florida
- Georgia
- North Carolina
- South Carolina
- Virginia
- West Virginia

NORTH CENTRAL

- Illinois
- Indiana
- Iowa
- Michigan
- Minnesota
- Nebraska
- North Dakota
- Ohio
- South Dakota
- Wisconsin

SOUTH CENTRAL

- Arkansas
- Kansas
- Kentucky
- Louisiana
- Mississippi
- Missouri
- Oklahoma
- Tennessee
- Texas

NORTHWEST

- Alaska
- Idaho
- Montana
- Oregon
- Utah
- Washington
- Wyoming

SOUTHWEST

- Arizona
- California
- Colorado
- Hawaii
- Nevada
- New Mexico

Banner Sizes at a glance

Advertising Requirements

- Advertisers and/or Advertising Agencies assume liability for all content including text, representation and illustration of the advertisements run and also assumes responsibility for any claims arising therefrom made against Publisher.
- Publisher reserves the right to reject any advertising it feels is not in keeping with the publisher's standards.
- Publisher may add the word "advertisement" to any ad.
- Publisher is not bound by any conditions appearing on the invoice, contract or billing instructions that conflicts with the publisher's policies.
- Cancellations are accepted ONLY before the stated space reservation date. Special positioning are non-cancelable. In the event Advertiser cancels their advertisement before the completion of the contracted term a "short rate" will be deemed and Advertiser is responsible for the difference between the term run and what was contracted.
- In the event no new copy arrives by the closing date, Publisher reserves the right to run the most recent advertisement.
- Publisher will not supply a faxed or soft proof to Advertiser.
- Advertiser is solely responsible for pre flighting and proofing all advertisements prior to submission to Publisher.
- Publisher Bills on a Pre-Paid basis, unless otherwise agreed to by both parties.
- A 15% commission is allowed on all quoted rates to all accredited advertising agencies.

160 x 75
pixels

160 x 100
pixels

160 x 150
pixels

160 x 200
pixels

160 x 300
pixels

580 x 100
pixels
Only Available in
THE NEWS

The NEWS

The NEWS is distributed twice weekly straight to over 22,000 Powersports Professionals!

MONTHLY BANNER ADVERTISING RATES

Vertical Banner	1x	3x	6x	9x	12x
170 X 75	\$425	\$392	\$362	\$336	\$313
170 X 100	\$644	\$595	\$549	\$510	\$474
170 X 150	\$891	\$823	\$760	\$706	\$656
170 X 200	\$1263	\$1167	\$1078	\$1001	\$930
170 X 300	\$1322	\$1222	\$1128	\$1048	\$974
Horizontal Banner					
Top 580 x 100	\$1816	\$1678	\$1549	\$1439	\$1338
Middle 580 x 100	\$1623	\$1500	\$1385	\$1286	\$1196
Bottom 580 x 100	\$1446	\$1336	\$1234	\$1146	\$1065

Major Buyers & Decision Makers nationwide get The NEWS every Tuesday and Friday.

REACHING the Right People **8 Times Every Month** for a Super Low Piece!

For Example: A Banner 170 x 75, "Logo Banner" Cost Per Powersports Professional reached is less than One Penny, with a yearly contract.

Although THE NEWS is distributed twice weekly, all advertising is placed on a monthly basis and is contracted as such.

All banners include hyperlink targeting the destination of the Advertiser's choosing.

When you have banners running in both THE NEWS and Motor Sports Newswire you receive a substantial discount!





On behalf of Motor Sports Newswire, THE NEWS and SiMMS Motorsports Group, Inc. we would like to express our sincere thanks to you for taking the time to review our advertising opportunities.

Should you decide to proceed with us, you have our solemn pledge to represent your company with professionalism, integrity and total commitment to achieve our goal of a mutually successful program.

Please feel free to contact me with any questions and/or comments you may have. For complete details regarding any aspect of our proposal, please contact us as soon as possible so there are no missed opportunities.

Thank you again for your time.

Sincerely

Jon Simms
Marketing Director

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