



## Ohio Mountain Bike Association Sponsorship and Advertising Program

The Ohio Mountain Bike Association offers ad space in the form of rotating banner advertisements and sponsor space located on the OMBA web site (<http://joinomba.org>)<sup>1</sup>.

The OMBA web site and forums are where mountain bikers in Ohio come to get news, trail conditions, race information, and discuss mountain bike and cycling topics with hundreds of other enthusiasts across the state of Ohio.

### ***OMBA Web Site Quick Stats...***

**1,814** average unique visits per day in April 2008!

**1,436,754** hits to joinomba.org in April 2008!

**900** paid members across the state of Ohio and growing!

OMBA offers two levels of banner advertisements for sponsors:

### **Level 1**

#### **Banner space located at the top of joinomba.org**

A Level 1 banner ad will be placed at the top of the joinomba.org web site. This ad will also be visible within the forums and every other page/section of the website. This space allows for a banner ad to be fully visible by everyone that visits the OMBA web site and/or forums.

All Level 1 banners must meet the following standards:

- 468x60 banner ad dimensions
- jpg, gif, flash, or other standard graphics format
- Link back to your web site

In addition, as a Level 1 sponsor, you get total control of your banner advertisements. With our banner ad software you get:

---

<sup>1</sup> mtbohio.org is a redirect link to joinomba.org

- A direct login to the system to change your banner ad whenever you want. Want to let everyone know that you have a time-limited sale? Promote a time sensitive event? You can do this as you wish for either 6 or 12 months.
- Weekly email alerts of your click-through rates and other statistics.

Your banner will rotate with up to five other Level 1 sponsors for the entire 6 or 12 month period. We only accept a maximum of 5 level one sponsors so that each sponsor can get an equal share of banner rotation.

### **Level 1 Pricing**

\$1000 for a 6 month banner ad  
\$1800 for a 12 month banner ad

\* If you don't have a banner ad and want one created, OMBA can create one for you at the rate of \$65 per hour for graphic design services.

### **Level 2**

#### **Banner space located on the right side of the joinomba.org home page**

A Level 2 ad will be placed on the right side of the joinomba.org main home page under our "Sponsors" heading. This ad will only be visible when viewing the main page (<http://joinomba.org>) \*\*.

All Level 2 banners must meet the following standards:

- 160x160 ad dimensions
- jpg, gif, flash, or other standard graphics format
- Link back to your web site

In addition, as a Level 2 sponsor, you get the following features:

- Weekly email alerts of your click-through rates and other statistics.

Your banner will not rotate and will be visible for the entire 6 or 12 month period.

### **Level 2 Pricing**

\$250 for right side home page sponsor ad for 6 months  
\$500 for right side home page sponsor ad for 12 months

\* If you don't have a banner ad and want one created, OMBA can create one for you at the rate of \$65 per hour for graphic design services.

### **Important Rules**

OMBA will not be responsible for monitoring site content based on user feedback of the sponsor. It is the sponsor's responsibility to maintain good customer service.

### **Ready to sign-up?**

Contact [webmaster@joinomba.org](mailto:webmaster@joinomba.org) to get started or with any questions.