



Cycle2max.com

More than just another website.

An advertisement on cycle2max.com is an investment in one of the most dynamic and innovative cycling websites in Australia. Since its inception Cycle2max has grown rapidly to become a prominent fixture for thousands of cycling enthusiasts nationwide who desire to challenge themselves in their beloved sport.

A website for all cycling enthusiasts

Cycle2max is a site used by a vast array of cyclists, clubs and organisations because of its highly interactive tools which enable users to monitor their cycling progress and challenge themselves in a unique and captivating way.

Not only is the site a superb tool for the novice recreational cyclist but it has also been endorsed at the highest level by the Australian Sports Commission and is used as their web site of choice for their NTID (National Talent Identification) program.

What is Cycle2max?

Cycle2max was the first cycling website in the World to develop an online hill climb time trial ranking system where cyclists can participate by posting their times and local climbs in their area.

Since its birth in 2002 the site has had staggering success with more than 20 thousand climb times entered from all corners of the globe.

An ever evolving work in progress, the site has seen numerous other features introduced aimed at bringing the cycling community together and enhancing each individual cyclist's experience.

Advertising with a specific market in mind

An advertisement on Cycle2max is an incredibly effective form of advertising. While the demographics of our users spreads Worldwide we have extremely flexible options which enable your advertising to be specifically directed towards a particular region or hill climb for maximum exposure and return on investment.

Some stats on our site and users

1. 90% of Cycle2max.com's traffic is driven by the Australasian market.
2. Predominantly sophisticated recreational cyclists who ride an average of 200 to 300km per week with 80% of them owning a bicycle over \$3000.

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| <p>3. Current database of 9500 online subscribers to Cycle2max website</p> <p>4. 42,700 Visits over Jan to Mar 2010 Qtr. 275,000 Page Views over same period. Verified by Google Analytics.</p> | <p>Package Value</p> <p>C2M 3x3 Pack Rate: \$895 (per 3 months)</p> <p>Introductory Offer: Just \$499 (per 3 months valid until 30th June 2010)</p> |
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Stand Out and Be Seen On C2M

Brand recognition on Cycle2max is easy with the release of our C2M 3x3 pack. It's a 3 step process to a 3 month media program on the front page of Cycle2max. It's as simple as follows:

Step 1:

Contact us at admin@cycle2max.com and reserve your advertising spot

Step 2:

Design your advertisement and send it to us (188 pixels wide x 128 pixels high – double this if taking two spots).

Maximum file size must be 30kb and file should be in GIF format.

Need help? No problems, just send us your logo or pics and a few words for your banner and we'll design it for you for free. Just ask us!

Step 3:

Monitor your investment with traffic feedback and clickthru stats provided by the C2M team.

What you get:

1. Homepage Advert Spot (limited to 9 available positions)
2. 3 months brand recognition and clickthru advertising direct to your website
3. 1st add design for free
4. Traffic feedback

Our Guarantees:

1. First right to renewal. Like your spot? Keep it by simply renewing at least 30 days out from completion of the advertising contract.
2. Money for nothing.

We guarantee that if you do not receive any traffic from your ad on our site we will refund your money.

For more information on Cycle2max please visit our website:

<http://www.cycle2max.com>

or send us an email:

info@cycle2max.com