

ADVERTISE YOUR BUSINESS DIRECTLY TO

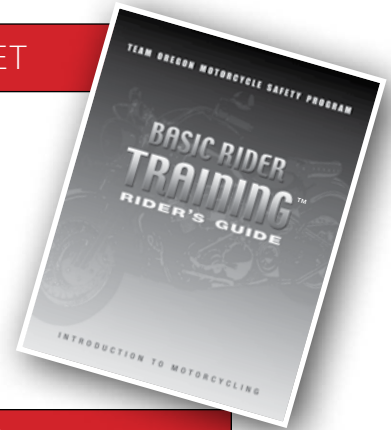
# 12,000 NEW MOTORCYCLE RIDERS



GET THE **GREATEST RETURN** FOR YOUR ADVERTISING BUDGET

by placing your ad in the **2017 TEAM OREGON Student Workbook**.

Your message will be presented to **12,000 new motorcycle riders** enrolled in all 2017 basic and intermediate TEAM OREGON motorcycle rider training courses.



## BENEFITS OF A **TEAM OREGON STUDENT WORKBOOK AD:**

✓	Targeted marketing is the best way to advertise and TEAM OREGON students are right on target. They are new or returning to motorcycling and ready to buy bikes, gear and accessories.
✓	The average age of a TEAM OREGON beginner student is 33. The average age of an intermediate student is 41. They are the target audience you want to reach with established careers and money to spend. Earning their business now means customer loyalty to you in the future.
✓	Students and website visitors will also have access to an online version of your ad – our website gets more than 100,000 unique visitors every year.
✓	TEAM OREGON is recognized as one of the leading rider training programs in the U.S. Advertising in the TEAM OREGON Student Workbook allows you to partner your advertising message with a highly respected program.
✓	As our training numbers continue to grow, you'll want to advertise in the TEAM OREGON Student Workbook annually -- every year we deliver 12,000 more new customers!



**To reserve your ad or for more information, please contact:  
Pat Hahn at 541-737-9113 or [pat.hahn@oregonstate.edu](mailto:pat.hahn@oregonstate.edu)**



# TEAM OREGON Student Workbook Specifications

## AD RATES FOR 2017 TEAM OREGON STUDENT WORKBOOKS

<b>Full Page</b>	7.75" wide x 10.25"	\$2,100
<b>Half Page</b>	7.75" wide x 5"	\$1,150
<b>Quarter Page</b>	3.75" wide x 5"	\$675
<b>Eighth Page (Business Card)</b>	3.75" wide x 2.375"	\$345

### Ad Placement Deadline:

To reserve your ad space in the 2017 TEAM OREGON Student Workbook, your order and payment must be received by 10/28/16.

➔ **To reserve your ad or for more information, please contact: Pat Hahn at 541-737-9113 or [pat.hahn@oregonstate.edu](mailto:pat.hahn@oregonstate.edu)**

## PRODUCTION REQUIREMENTS FOR 2017 TEAM OREGON STUDENT WORKBOOKS

Digital files are preferred in TIFF or PDF format, grayscale, 300 dpi resolution. Black and white camera-ready output is also accepted. Digital files can be sent directly to our designer at [jesse@springercreative.com](mailto:jesse@springercreative.com). For advertising design service or to submit hard copy, please contact Jesse directly at 541-485-0186. Ads will be placed in the order they are received in their respective regions: Portland Metro, Oregon Coast, Willamette Valley, Central Oregon, Southern Oregon, Eastern Oregon or Statewide.

**Ad Materials Deadline:** To ensure placement in the 2017 TEAM OREGON Student Workbook, your digital file or hard copy must be received by 11/4/16.