2027
ADVERTISING GUIDE

Lead out Michigan riders as they plan their year.

Ride Calendar · Website · E-News



WHY ADVERTISE WITH LMB?

YOUR AUDIENCE AWAITS

Recreational bicycling brings more than

$668 million

a year to Michigan.*

SOCIAL FOLLOWERS	SITE VISITORS, JAN.–SEP. 2026
17,800+	49,500+
EMAIL SUBSCRIBERS	**READERS PER ISSUE, UP TO**
16K+	3,800

LMB puts your message in front of Michigan cyclists while they plan their season. Riders come back to the online Ride Calendar all year. Your ad is there each time they do.

Our reach

- **Website:** Nearly 50,000 U.S. visitors in the first nine months of 2026, including 22,500+ in Michigan.
- **Ride Calendar:** 9,700 riders viewed the Ride Calendar 18,700 times, staying nearly two minutes on average.
- **On every screen:** Nearly half of engaged visits come from phones and tablets.
- **E-newsletter:** 16,000+ subscribers. Each issue is opened by 1,800 to 3,800 readers.
- **Social media:** 17,800+ followers (15,300+ on Facebook, 2,500+ on Instagram).
- **Geography:** Michigan first, plus Indiana, Illinois and beyond.

ALL DIGITAL. NO DEADLINES.

New rides and events go on the calendar any time of year. There is no print deadline for listings or ads. Start your ad any month, for 3, 6, 9 or 12 months.

Real numbers

Every ad is counted. You get views, clicks and click rate for your campaign.

Mission impact

LMB is a 501(c)(3) nonprofit. Your ad funds safer streets, better trails and stronger cycling communities.

*MDOT, *Community and Economic Benefits of Bicycling in Michigan* (2014).

THE NEW MICHIGAN RIDE CALENDAR

For more than 40 years, Michigan cyclists have planned their season with the LMB Ride Calendar. New for 2027, we rebuilt it from the ground up. Riders now explore the calendar, not just look things up. **More time on the page means more time with your ad.**

INTERESTED IN ADVERTISING?

LET'S TALK: ADVERTISING@LMB.ORG | 517-334-9100

Four ways to explore

Riders switch between List, Grid, Map and Calendar views. They scan the season, browse ride cards, find rides near home or plan a month at a glance.

Find the right ride fast

Riders search and filter by date, place and ride type. Color-coded tags flag LMB events and Dollar Per Rider rides.

Multi-day tours stand out

Week-long tours and weekend events show as bars across the calendar. Riders see the whole trip at once.

Built for phones

The calendar works as well on a phone at the trailhead as on a desktop at home.

Every listing is checked

LMB staff approve every ride before it goes live. Riders trust what they find, so they come back.

A year-round habit

Riders return through the winter to plan, all spring to sign up and all summer to ride. Your ad is part of every visit.

WHY IT MATTERS Your ad does more than promote your event or business. It funds LMB's work as a 501(c)(3) nonprofit for safer streets, better trails and stronger cycling communities across Michigan.

WHAT'S NEW FOR ADVERTISERS

The Ride Calendar has a new ad system for 2027. It offers more ad shapes, bigger and sharper ads, fair rotation and real performance reports.

	2026	2027
Ad shapes	One calendar size and one banner	Rectangle (6:5), Tall (1:2) and Billboard (wide)
Where ads show	Calendar sidebar; banner on two pages	Calendar sidebar, calendar tray in every view, and banners on the Events and Dollar Per Rider pages
Rotation	Random	Carousel: every ad gets a turn in every position
Reporting	None	Views, clicks and click rate for every ad
Largest file	40 KB	160–250 KB
Terms	Month to month, 3-month minimum	3-, 6-, 9- or 12-month runs

Your ad sits inside the Ride Calendar, where riders go to find their next ride. It reaches them while they plan their weekend and choose their next event.

WHAT YOU GET

Every ad is counted three ways:

Viewed

At least half the ad was on screen for one full second.

Clicks

Riders who clicked through to your page.

Click rate

Clicks divided by views.

We count only real visitors. LMB staff, search engines and bots are not counted. Ask for your report at any time during your run.

Bigger, sharper, on every screen

1.75×	4×	5.7×
Sidebar or Tray Rectangle	Sidebar Tall	Billboard

More ad space than the 2026 calendar ad. Ads stay crisp on high-resolution phones, tablets and laptops, and resize to fit every screen.

Where your ad appears

You buy a placement: the sidebar, the tray, or both. There are three ad spaces across the site. A 6:5 Rectangle can run in the sidebar, the tray, or both.

1 **Calendar sidebar.** The right column of the Ride Calendar, in every view. It is sticky: it stays in view as riders scroll. It holds up to four Sidebar Rectangles. A Sidebar Tall fills two of those spots.

2 **Calendar tray.** A full-width band inside the calendar. In List view, a tray appears after every 8th ride. In Grid, Map and Calendar views, it sits below the calendar.

3 **Website billboard.** A full-width band on the Events and Dollar Per Rider pages, and on other LMB.org pages we choose.

PLACEMENT	SHAPE	WHERE IT RUNS
A **Sidebar Rectangle**	6:5	Sticky sidebar
B **Sidebar Tall**	1:2	Sticky sidebar (fills 2 spots)
C **Tray Rectangle**	6:5	Calendar tray, up to 3 across
D **Billboard**	Wide	Calendar tray and website billboard



Ad placement illustration, not to scale.

How ads display: the carousel

Every ad space runs as a carousel. Placement is not first come, first served. Every running ad gets its turn in every position, including the top.

- **Fair order.** The order shuffles for each visitor. No advertiser always lands first.
- **7 seconds per turn.** Each ad, or set of ads, stays up for 7 seconds.
- **Sidebar.** When more ads are running than fit, the stack slides up one ad every 7 seconds.
- **Tray.** Billboards and sets of Tray Rectangles take turns. Each shape gets half the tray's airtime.
- **No wasted airtime.** Rotation pauses when the ad is off screen, when the browser tab is in the background, and while a visitor hovers over the ad.
- **Riders stay on the calendar.** Your ad opens your page in a new tab.
- **Exact run dates.** Your ad starts on its first day and stops after its last day.
- **Accessible.** Each space has a Pause button. Visitors who set "reduce motion" see a fixed set of ads.

The calendar tray takes turns



Phones and tablets

The tray keeps one height on every screen. Ads shrink to fit narrower screens.

SCREEN	BILLBOARD	RECTANGLES IN TRAY
Desktop, tablet sideways	Full size	Up to 3 across
Tablet upright	Slightly smaller	2 across
Phone sideways	Slightly smaller	2 across
Phone upright	Not shown	1 at a time

On phones, the sidebar moves below the calendar and shows 2 ads across.

AD SPECIFICATIONS

Send each ad at the size below. The same 6:5 file works in the sidebar and the tray.

AD SHAPE	SEND THIS FILE	SHOWS AT	MAX FILE
A C **Rectangle**	600 × 500 px (6:5)	300 × 250	**160 KB**
B **Sidebar Tall**	600 × 1200 px (1:2)	300 × 600	**250 KB**
D **Billboard**	1940 × 500 px	970 × 250	**250 KB**



Rectangle Sidebar Tall Billboard

Send the recommended size. Your ad will look sharper and be easier to read.

Most phones and laptops now have high-resolution screens. These screens use two or more pixels for every pixel in a regular image. An ad made at its exact display size looks soft on them. Small text blurs first.

That is why we ask for files at twice the display size. The site shows them at the normal size, so every line stays crisp.

File rules

- JPG or PNG. Use PNG for flat color or sharp logos. Use JPG for photos.
- Export for web, under the largest file size in the table.
- No animation.
- Keep the shape. A file in a different shape is shrunk to fit, so your text ends up smaller.
- Keep text large. In a 600 × 500 file, no text smaller than about 28 px tall.
- One ad per file. Email files to **advertising@LMB.org**.
- Send your full landing page URL, starting with https://.
- Name the file with your business name, ad shape and year. Example: *wolverine-sports-sidebar-2027.png*

Artwork that needs changes may carry extra charges.

Need help with design?

LMB can design one ad shape for $125, including up to 2 rounds of changes. A second shape is $75. Each extra round of changes is $25. Request it at least 45 days before your start date; subject to staff availability. Prefer to do it yourself? Canva, Adobe Express and Google Drawings all have free templates.

Ride Calendar and website ads

Ads run for 3, 6, 9 or 12 months. Longer runs cost less per month.

AD	RUNS IN	3 MO.	6 MO.	9 MO.	12 MO.
SIDEBAR PLACEMENTS (STICKY)					
A **Sidebar Rectangle**	Calendar sidebar	**$300**	**$500**	**$750**	**$950**
B **Sidebar Tall**	Calendar sidebar	**$450**	**$800**	**$1,200**	**$1,500**
TRAY PLACEMENTS					
C **Tray Rectangle**	Calendar tray	**$225**	**$400**	**$625**	**$750**
D **Billboard**	Tray + website billboard	**$250**	**$450**	**$725**	**$900**

E Feature articles and F e-news sponsorships: see page 9. Any two or more items from A–F count as a combo.

How your price adds up

A member orders A + C for 12 months by Jan. 8: $950 + $750 = $1,700 list. Member combo (15% off): $1,445. Early bird (10% off): **$1,300.50**.

Not a member yet? Join with your contract for the member rate. Member shops are listed in our Member Shop Directory.

Special rates

One special rate per order, whichever saves more. The early bird or Founding Advertiser discount applies after it.

WHO	2027 OFFER
Member rate	10% off a single item (A–F) for LMB members
Dollar Per Rider	Members: 12% off. Non-members: 7% off. Combos get the combo rate.
Combo	Two or more items (A–F) in one order. Members: 15% off. Non-members: 10% off.
Bike Shop Rate	Each 12-month ad: member shops pay the 6-month price, non-member shops the 9-month price. No combo or other discounts.

EARLY BIRD · 10% OFF **Book and pay by Jan. 8, 2027**

Applied after your special rate. Good for any 2027 start month. Not with the Bike Shop Rate.

FOUNDING ADVERTISER **Early bird all year**

Returning advertisers from 2026, LMB's first all-digital Ride Calendar, get the early bird all year: one 10% discount, not two.

E Custom feature article

Put your story in front of thousands of Michigan cyclists. A sponsored feature runs in LMB News and reads like our own stories.

Rate: $650 for the first article; $300 for each additional feature (up to 3 in 12 months)
Content: 750 words and up to 3 high-resolution photos
Combo: counts toward the combo rate with any other item (page 8)

Each article includes

- A spot in the News section of LMB.org
- One dedicated post on LMB's social media channels
- A spot in the monthly e-newsletter, reaching 16,000+ subscribers
- Editing and formatting from the LMB communications team

Features work well for event previews and recaps, new products, shop stories and community partnerships.

You provide the article. LMB reviews, edits and approves the final version to fit our voice and audience. Send a draft at least 14 business days before it runs.

F Monthly e-news sponsorship

Lead LMB's monthly e-newsletter. Your message sits at the top, where every reader sees it first.

Rate: $500 per issue
Content: 1 image, up to 100 words and a linked button to the URL of your choice
Combo: counts toward the combo rate with any other item (page 8)

- The e-newsletter goes out the first Tuesday of each month.
- Issues book first come, first served.
- Send content at least 14 business days before the issue for review and approval.

Pair a sponsorship with a calendar ad to reach riders twice: in their inbox and while they plan their rides. Together, they qualify for the combo rate.

RESERVE YOUR DATE

ADVERTISING@LMB.ORG | 517-334-9100

HOW TO BUY AN AD

1

Reach out

Call or email us with questions, to talk through your plan, or to send your contract: 517-334-9100 or advertising@LMB.org.

2

Sign and pay

Sign the completed contract and pay in full. We reserve your space once both are in.

3

Send your artwork

Email your files, or a link to them, to advertising@LMB.org. Include your landing page URL.

4

Go live

Your ad starts on the first day of your start month and runs through the last day of your run.

Deadlines

WHAT	WHEN
Contract, payment and artwork	10 business days before the 1st of your start month
Late artwork	5 to 9 business days before: accepted with a 5% late fee
Too late	Fewer than 5 business days before: not accepted for that month
Feature article or e-news content	14 business days before it runs

EXAMPLE: A MAY START

April 19 — contract, payment and artwork due

April 20–26 — accepted with a 5% late fee

April 27 — too late for May

May 1 — your ad goes live

GOOD TO KNOW

Business days are Monday through Friday. Plan ahead for holiday weeks.

Want LMB to design your ad? Ask at least 45 days before your start date (page 7).

Missed a deadline? Ask us about starting the next month.

TERMS & CONDITIONS

Contracts

A signed Advertising Contract is required before any ad runs on the Ride Calendar or LMB website. The 2027 Ad Contract comes with this guide.

Payment

Full payment is due before your ad runs. We hold your space only after we receive payment and all materials. We accept checks and card payments; card payments carry a 3% processing fee.

Right to refuse

LMB reviews every ad before it runs. We may refuse any ad that does not fit our mission, values or community standards. This includes ads with misleading information or inappropriate content. It also includes photos of riders breaking Michigan bicycling laws, such as riding against traffic or more than two abreast on the road. We strongly encourage photos of riders wearing helmets.

Your content

You confirm that you own or have permission to use everything in your ad, including photos, logos and text. You are responsible for your ad and the page it links to.

Artwork

Ads must meet the specifications on page 7. If your files require changes, we can send them back to you or make the edits for a fee. The deadlines on page 10 still apply.

Run dates

Your ad runs only between the start and end dates in your contract. Ads share each space in rotation, so no ad is guaranteed a set position or number of views.

Cancellations

Payments are non-refundable within 30 days of your start date.

WHY IT MATTERS

Your ad does more than promote your event or business. It funds LMB's work as a 501(c)(3) nonprofit for safer streets, better trails, stronger communities and a healthier cycling culture across Michigan.



READY TO ADVERTISE?

Contact

advertising@LMB.org

517-334-9100

www.LMB.org

2027 Ad Contract included