



## An Engaged, Motorcycle-Enthusiast Audience

AmericanMotorcyclist.com is the internet hub for AMA members and motorcycle enthusiasts. Featuring AMA and industry news, feature stories, motorcycle-rights-related Action Alerts, and more, it's a go-to spot for riders of all ages, making it the perfect place to deliver your brand and product message to an engaged audience.

## NEW WEBSITE COMING SOON!

The AMA will launch a completely redesigned AmericanMotorcyclist.com soon, providing an update and more user-friendly experience for AMA members and visitors.

### AVAILABLE AD SIZES

- 728 x 90 pixels
- 300 x 600 pixels
- 300 x 250 pixels
- 300 x 50 pixels



**CONTACT** AMA BUSINESS DEVELOPMENT MANAGER MICHAEL KULA AT [MKULA@AMA-CYCLE.ORG](mailto:MKULA@AMA-CYCLE.ORG) OR (949) 466-7833 OR SALES ASSOCIATE ALEX BOEHM AT [ABOEHM@AMA-CYCLE.ORG](mailto:ABOEHM@AMA-CYCLE.ORG) OR (310) 662-1724



# AMASUPERCROSS.COM

Reach the Massive  
AMA Supercross Audience

The Monster Energy AMA Supercross series runs from January through early May, and the massive AMA Supercross audience provides you with the chance to market your brand to this audience. Time spent on site by users is high, putting your ads in front of die-hard SX fans that return to the site again and again.



## AMASUPERCROSS.COM

### MAIN WEBSITE

New website, featuring schedule of events, event photos and more, launched in 2021.

### AVAILABLE AD SIZES

- Web Skins: 1920 x 1080 pixels
- Header & Footer: 728 x 90 pixels
- Skyscraper: 160 x 600 pixels
- 300 x 50 pixels

# 752,105

USERS

# 4,420,003

PAGEVIEWS





**LIVE.AMASUPERCROSS.COM**  
SX LIVE TIMING & SCORING

AMA Supercross Live Timing & Scoring provides lap times and leaderboards in real time, directly from transponders on the bikes, from the first practice lap to the main event. This page appeals to a dedicated SX fan base and rewards advertisers with a minimum 33% share of voice.

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**RESULTS.AMASUPERCROSS.COM**  
SX LIVE TIMING & SCORING

The AMA Supercross results webpage provides event results, individual lap times, point standings and more for each SX race. An archive section displays results for previous events, going back to 2003. Advertisers are rewarded with a minimum 33% share of voice.

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**AMA  
SUPERCROSS  
MOBILE  
VERSION**

**AMA  
SUPERCROSS  
APP**

**15 MINUTES** AVERAGE  
TIME SPENT\*

*\*In 2016, Google changed all users' sessions to time out after an average of 15 minutes per session without page interaction. All previous years' metrics reported an average of 60 minutes.*

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## Engage with Dedicated Racers

As the largest amateur and professional racing sanctioning body in the United States, the AMA delivers an unparalleled audience of highly-invested amateur racers. Racers track their activities via the AMA Race Center where they can access and manage their results, entries, point standings, class progression and more.



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