Partnerships That Make A Difference

AMA Support
Thank you for your consideration of the American Motorcyclist Association. We deliver the best audience in motorcycling, with 215,000+ members who are heavily invested in their sport. They are true enthusiasts who ride a lot of miles on their bikes, purchase motorcycles, parts and accessories, value quality protective riding apparel, buy maintenance products, and more. Perhaps most importantly, they are aware of the threats to the motorcycling lifestyle and choose to belong to the AMA so their right to ride is protected.

In addition to delivering your marketing message to such a qualified audience, we would like you to also consider another benefit of advertising on AMA media channels. Without the AMA, motorcycling could look much different today.

• Kids’ motorcycles and ATVs could be banned for sale in the U.S.
• Motorcycles may not be allowed to operate in HOV lanes.
• Many off road riding areas that we enjoy may have been closed years ago.
• “Ninja Bikes” (remember that?) may have been banned in the 1980s.
• Untested E15 fuels could be voiding motorcycle warrantees.
• Constant threats to off-road-motorcycle areas could win.
• Motorcycle-only checkpoints would lack opposition.

There are many more cases where the AMA has successfully defended motorcycling, and it’s thanks to our members, advertisers, marketing partners, business members, individual donors, and volunteers that we’ve been so successful.

When you invest in the AMA’s channels, you are contributing to the organization’s ability to defend motorcycling. The AMA is constantly going to bat for motorcycling, battling legislation that can negatively affect motorcycling every day, and this takes resources. Every bit of revenue we can add to our legislative war chest benefits the industry, motorcyclists, and the sport in general. We can’t do this without your support.
AMERICAN MOTORCYCLIST MAGAZINE

Relevant Content, Connected Readers, Invested Enthusiasts

American Motorcyclist delivers the best audience in motorcycling. We directly connect you and your message to 178,000 AMA members who receive the magazine. They are a group of riders who care enough about their sport to invest $49 per year to protect their right to ride. Their passion is motorcycling, the lifestyle that goes with it, and the motorcycles and products that make the passion their own.

Unlike other publications in the category, the content of American Motorcyclist is tailored to our members. Our members expect and deserve relevant content; every issue of the magazine has an editorial component that caters to our competition or street members.

The custom content transition is seamless, the overall content of the magazine is uninterrupted, and, as a result, our members spend more time with every issue of the magazine. More time viewing your marketing message.

Readers who connect with a publication also connect with the advertisers’ messages.
READERSHIP

American Motorcyclist’s readers are more than magazine subscribers. They’re AMA members. They’re passionate riders who are deeply involved in the motorcycling lifestyle for the long haul.

Our readers—members of the American Motorcyclist Association—ride more, do more, see more and buy more than ordinary motorcyclists. Last year, they amassed a tremendous amount of miles on the road and entered AMA-sanctioned events 900,000 times. They own multiple motorcycles, and have interests in multiple forms of our sport.

Road Riding

American Motorcyclist readers ride an average of 7,010 miles per year—3.5 times what an ordinary motorcyclist rides. They are heavily invested in motorcycling, and surround themselves with like-minded riders. They invest $49 per year to protect their right to ride. There is no better audience for your products than AMA members.

Off-Road Riding

Dirt trails and byways are the native habitat for 119,600 American Motorcyclist readers. These riders represent a close-knit family of enthusiasts who ride with parents, children, friends and club members.

Actively Racing

The AMA is the largest motorsports-sanctioning body in the world. That means American Motorcyclist reaches 69,000 active racers. Our readers aren’t just race fans: They’re active racers living the dream—and buying the products that power it—every single weekend.

135,560 readers of American Motorcyclist responded in some way to advertising in the magazine. For example:
• 117,225 visited advertisers’ websites
• 40,375 discussed the ad with others
• 50,128 purchased a product or ordered a service

CIRCULATION, REACH, AND DEVOTION

What’s the bottom-line measure of success for a motorcycle magazine? How many dedicated riders read it every month. That’s where American Motorcyclist really excels.

Motorcyclists are invested in their passion. AMA members drive sales to the motorcycle market and are dedicated to AMA partners.
• 2014 Average AAM Audited Circulation: 177,907
• Total reach, based on 2.5 pass-around readership: 444,767+

Since our circulation is 100 percent subscription-based, you don’t have to gamble on hit-or-miss newsstands sales. Therefore, your advertising budget is going toward selling products to AMA members, not wasted magazines from unsold newsstand copies.

AMA members are very devoted to American Motorcyclist. In our survey, we found that 83 percent of our readers have read three of the last four issues, and 72 percent said they read all four. Of our readers, 37.4 percent indicated that advertising in American Motorcyclist has an influence on their apparel purchase decisions, and 41.5 percent said they are planning to purchase a helmet in the next 12 months.

Our readers are dedicated to the AMA and believe in our partners.
The online portal for all things AMA! Traffic to our site is growing, and this trend should continue. Unique content drives our members to the site, and exceptional click-through rates is what keeps our advertisers there.

Here, riders can find unique stories, breaking news, member information, the most current event calendar, and a place to interact directly with the AMA. Our Members Only area offers even more special features to current members.

**2015 monthly average:** 785,000 pageviews, 225,000+ users

**Ad Specs:**
300x250, 160x600, 728x90

**Home Page**
Ads appear top right and below main rotating images.
• Call for advertising rates and specifications.

**Landing Pages**
Main section landing page ads appear top right and below main rotating images.
• Call for advertising rates and specifications.

**Interior Pages**
Ad units vary, and appear on most pages to right and bottom of content.
• Call for advertising rates and specifications.
As the largest racing sanctioning body in the United States, the AMA delivers an audience of amateur racers that is unparalleled. They are dedicated to their racing endeavors, invest countless hours (and dollars) on their efforts, and are some of the most committed motorcyclists in the market.

Now they can view all aspects of their AMA amateur racing on their computers! Amateur racers can track all of their racing activities on the AMA Race Center. Results, point standings, entries, class progression and more can be accessed and managed by AMA racers.

If your target audience includes racers, this is the most qualified audience of competition licensed motorcyclists anywhere. The AMA Race Center has seen very solid traffic since its inception, and the participation from racers will do nothing but grow. This is a must do for companies involved in racing at any level!

**AMA Race Center Pages**

Ad units vary, and appear on most pages to right and bottom of content. Call for pricing.

**Ad Specs:**
- (1) Skin Unit (two ad units): 350x610 (50K max file size)
- 160x600 Skyscraper (40k max file size)
- 728x90 (40k max file size)
- Animated GIFs are accepted with a five-second max cycling time (Flash ads accepted on a case by case basis)
AMA Supercross Live Timing and Scoring delivers an audience of hardcore SX fans for an average of nearly an hour* per user every race day.

For the three days following each race, we deliver an audience of average of over 48 minutes* per unique visitor. With the AMA's SX Results Page, that's reality as well.

Advertising space is available on the AMA Supercross Live Timing & Scoring window, which updates lap times and leaderboards in real time directly from the transponders on the bikes themselves, from the first lap of practice through the end of the main event.

Follow Live Timing and Scoring at results.amasupercross.com, and watch your brand message be delivered to the most dedicated Supercross fans.

Live.AMASupercross.com
- The exclusive home of real-time, online results, transmitted directly to the web from transponders aboard the motorcycles competing in AMA Supercross.
- Live Timing page shows race leader information with photo, rider positions, number of laps completed, lap times, best lap times, etc.
- Majority of traffic on Live Timing page: Saturday through Sunday

Ad Specs:
- (1) Skin Unit (two ad units): 350 x 610
- (1) Marquee Banner: 728x90
- (1) Skyscraper: 160x600
- (1) Footer Banners: 728x90
- Maximum three advertisers on each ad unit
- One-minute ad rotation

2014 Live Timing and Scoring Traffic
- 2015 average 38,315+ users per event
- Extremely low 11.2 percent bounce rate
- 2015 average time spent in minutes: 16:43*
- 2014 average time spent in minutes: 59:22*

*Due to changes in Google's average session duration reporting, in 2015 all users’ sessions time out after average 15 minutes per session. All previous years’ metrics reported average 48 minutes on the site.

Results.AMASupercross.com
- The official website for AMA Supercross results, point standings, rider positions, qualifying and more.
- Majority of traffic on Results page: Sunday through Tuesday

Advertising Opportunities:
- Marquee Banner: 728x90
- (1) Skyscraper: 160x600
- Footer Banner: 728x90
- Maximum three advertisers per ad unit
- 15 second rotation
- Flash and video ad units supported

2014 Results Season Traffic
- 2015 average 31,304+ users per event
- Extremely low 7.91 percent bounce rate
- 2015 average time spent in minutes: 11:51*
- 2014 average time spent in minutes: 48:16*

*Due to changes in Google's average session duration reporting, in 2015 all users’ sessions time out after average 15 minutes per session. All previous years’ metrics reported average 48 minutes on the site.
Mobile versions of websites deliver some of the best response to advertising available. The mobile version of AMA Live Timing and Scoring is no different. With a simplified layout, this version of Timing and Scoring is faster and easier to follow on smaller screens, all the while delivering the information Supercross fans expect during the races. Click-through rates are exceptional, so be sure to add this channel to your online campaign in 2015-16!

For the third year, SX fans can take the official AMA Supercross Timing & Scoring and Results information with them on their mobile devices with the AMA Supercross App. Available on Apple and Android operating systems, the app delivers the functionality of our SX sites in a mobile format. With nearly 800,000 screenviews in the 2015 AMA Supercross season, the AMA Supercross App delivers a very passionate and engaged audience. In preparation for the 2016 season, we’re rolling out a PR effort that will certainly increase traffic. Click-through rates are off the charts, so get your message in front of a very qualified Supercross audience by including the app in your marketing mix.

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<th>Screen Name</th>
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MotorcycleMuseum.org is the official website of the AMA Motorcycle Hall of Fame. It features news of the museum, along with news and information on the designers and dreamers, racers and riders who are honored in the AMA Motorcycle Hall of Fame. More than 78,000 views per month and over 35,000 unique visitors per month.

**Home Page**
- Appear on the museum’s homepage to the right of the main image.
- Call for advertising rates and specifications.

**Landing & Internal Pages**
- Call for advertising rates and specifications.
AMA/BLACK BOOK MOTORCYCLE VALUE APP

The only motorcycle value app available from an established vehicle value service

In conjunction with Black Book, the AMA offers a low cost app with purposeful, high functionality that delivers a qualified audience. Forecasted 275,600 Impressions based on downloads and return usage of app.

Advertising units on all search and results screens reach buyers in the bottom of the sales funnel. Reaching motorcycle buyers during the pricing research process is a perfect time to deliver your marketing message. This channel is marketed directly to AMA members, the most qualified audience in motorcycling.

Ad Specs:
- 20x480 (50K max file size). All creative units should be submitted five days before flight date. All creative subject to approval.
AMA EXTRA EMAIL NEWSLETTER

Reaching an opt-in audience of more than 20,000 AMA members, AMA Extra brings the latest updates to a very engaged list of AMA members via email. With AMA Extra, your advertising message is delivered to a very focused audience in an aesthetically pleasing format free of intrusive animation. This content rich newsletter is delivered to our subscribers on Wednesday every two weeks. Get your marketing message into the hands of involved motorcyclists with AMA Extra.

Ad specs:
- 220x300; static format; Less than 100K if possible

U.S. team competes in FIM Trial des Nations
The U.S. Trial des Nations team spent a week in Spain, training for three days at the Jordi Pascuet Offroad Center in northern Spain before heading to Terragona, Spain, to compete in the Trial des Nations. The women’s team competed on Saturday, Sept. 19 and the men’s team on Sunday, Sept. 20.

The men's U.S. team consisted of Daniel Blanc-Gonneta, Logan Bolognais, Andrew Pulte and Bryan Roper. The women’s team included Caroline Allen, Rachel Hassler and Maddie Hoover.

Read More >>

Five North American riders compete in KTM RC Cup World Final at Silverstone
The inaugural KTM RC Cup World Final was held at Silverstone Race Circuit in the U.K. on Oct. 3-4. The top five finishers of the U.S.-based MotoAmerica RC Cup Series represented KTM North America. Fifteen-year-old Braeden Ort developed a strong finish, claiming third overall in the international race.

Read More >>

From the AMA Archives
If you like riding your motorcycle off-road, then you've found the right corner of the Internet. The Beta AMA National Dual Sport Series includes some of the most amazing singletrack trail in the country, all tied together by incredible backroads through America's countryside. Designed to provide the perfect off-road riding experience, these two-day events include ample, challenging routes that are well marked and well-designed.

This series is intended for off-road-oriented dual-sport motorcycles. For larger adventure-style bikes, consider events in the Yamaha Super Ténéré AMA National Adventure Riding Series.
STREET EVENTS AND SERIES

It’s a big country out there, and there’s no better way to see it than from the seat of a motorcycle.

For the best rallies, rides and tours to take in this year, riders look no further than the events in the AMA Premier Touring Series.

These are the gatherings that stand out, from the country’s most iconic large rallies to events with local riders in smaller venues. More activities are always being added, and riders can always find a complete list of all AMA-sanctioned events in our online events database. They can also find great rides in the “Go Ride” section of their monthly American Motorcyclist magazine.

Smaller and often more rewarding than some larger gatherings, district rallies and tours are great places to meet other riders from your area.

Types of rides include:

- National Rallies
- National Touring Rallies
- Signature Events
- National Conventions
- Gypsy Tours
- AMA National Grand Tours
- AMA Flash Tours on Facebook

AMA LONGRIDER PROGRAM

The AMA LongRider program is back and better than ever. AMA members are invited to “start the clock” on their AMA LongRider recognition right away by registering as an AMA LongRider and receiving awards for their riding achievements.

Lifetime Mileage awards for 25,000, 50,000, 100,000, 250,000, 500,000, 750,000 and 1 million miles are available. Riders who log 100,000 miles or more will also receive special recognition on the AMA LongRider high-mileage recognition page. Serious riders who achieve 1 million miles will earn a special AMA LongRider plaque. (Additional patches and decals are available for order, exclusively by registered AMA LongRiders.)

Getting involved with the LongRider program ensures your brand is in front of the most dedicated motorcyclists in the country.
AMA VINTAGE MOTORCYCLE DAYS

The Biggest Game In Vintage Motorcycling

For decades, AMA Vintage Motorcycle Days has included national championship racing in vintage and post-vintage motocross, hare scrambles, trials, dirt track and roadracing. In addition, the three-day event features North America’s largest motorcycle swap meet, educational seminars, bike shows, demo rides of current production bikes, the Used Bike Sales Corral, motorcycling seminars, the new product Manufacturers’ Midway, and club corrals featuring marque and regional clubs.

Proceeds from AMA Vintage Motorcycle Days benefit the AMA Motorcycle Hall of Fame. The goal of the Hall of Fame, located on the campus of the AMA in Pickerington, Ohio, is to honor the distinguished men and women whose competitive spirit, passion, vision and entrepreneurship have played a vital role in shaping the sport, lifestyle and business of motorcycling.

We have a wide variety of sponsorship opportunities catering to all budgets. Let us build a program that makes sense for your business!

AMA MOTORCYCLE HALL OF FAME INDUCTION CEREMONY

The AMA Motorcycle Hall of Fame Induction Ceremony is one of motorcycling’s must-attend events. Not only does the celebration include the induction of the newest class of members into the AMA Motorcycle Hall of Fame, but it honors one past inductee as a “legend.”

Since 2014, the ceremony has been hosted in conjunction with the American International Motorcycle Expo in Orlando, Fla. With a significant number of industry leaders under one roof, industry participation, attendance and sponsorships have been exceptional and even more turn-key. Be a part of this important event with a sponsorship, or join the festivities by attending.
INTERNATIONAL COMPETITION

Elevate Your Brand To The World Stage

The AMA sends teams to represent the United States to various international competitions, such as the FIM Junior Motocross World Championship, FIM Motocross of Nations, International Six Days Enduro and FIM Speedway World Championship.

The cost to send the teams and support staff is very high. Every dollar we generate to offset costs is a huge help.

Without sponsors, we couldn’t make the effort year after year. Coming on board as a sponsor in 2016 would give your company national and international exposure, help the team immensely, and give the U.S. teams the ability to bring the home the championships.