

Buffalo Trek is WNY's only comprehensive outdoor adventure and fitness guide.

The Buffalo Trek website and our bi-monthly magazine provide readers, whose passion is outdoor fitness, a platform to learn more about upcoming activities. We focus specifically on events and stories related to running, biking, fitness, multi-sport, paddling, winter sports and hiking. Whatever your passion, Buffalo Trek offers the information on how to make the most out of each and every adventure.

The Buffalo Trek Adventure Team helps fitness enthusiasts share and learn from one another. Whether attempting a new activity for the first time, find yourself morphing into a budding athlete, or are a seasoned veteran of one of the sports highlighted by Buffalo Trek, you have found a home of like-minded individuals.

Buffalo Trek is WNY's premier

- Outdoor activity & fitness event calendar
- Resource to help you find the gear you may need for your next adventure
- Advice forum on preparing & training for your outing
- Guide to help you find the best spots to pursue your passions
- Forum to share stories about local adventurers doing incredible things

Check out our website at www.buffalotrek.com and look for our bi-monthly magazine at your local sports and fitness locations to help you plan your next adventure.



The Internet is the fastest growing advertising platform in the US

Get the right message to the right target audience - individuals who enjoy the outdoors and an active lifestyle

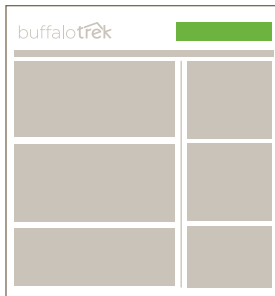
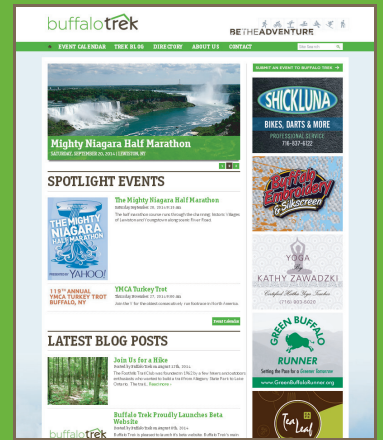
Ad links directly to your event or business website

Buffalo Trek is mobile friendly, meaning your ad will reach more readers

Accurate metrics to track clicks and impressions

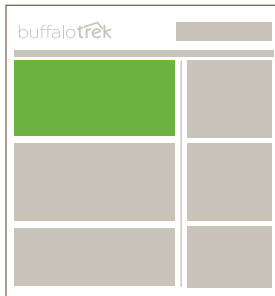
Multi-month discount offers

Professional design team available to create your ad



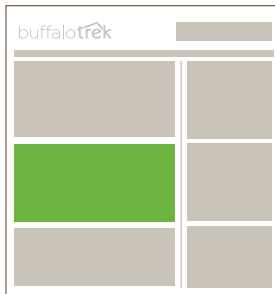
SPONSORSHIP

\$3,600/Year - Your logo displayed in the top banner area on every page of the Buffalo Trek website. This opportunity is specific to the advertiser seeking maximum exposure on www.BuffaloTrek.com. Includes ad space on our monthly eblast. Name and/or logo will be part of all applicable Buffalo Trek promotions.



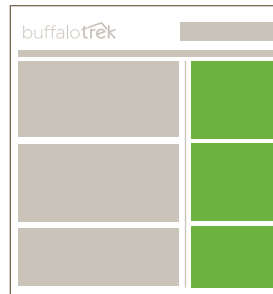
HOMEPAGE FEATURE

\$100/month, 640 x 320 Pixels - Event ads will rotate/scroll across the top of Buffalo Trek's home page. In addition, the event will be listed under Featured Events (right column) in the Event Calendar pages. These ads are targeted to advertisers seeking maximum publicity for their event on the most visited pages of the Buffalo Trek site.



SPOTLIGHT EVENT

\$75/month - Get more participants for your event. Prime real estate on the homepage will get your event the exposure it needs.



SIDE BANNER

\$50/month - Right Column, 300 x 250 pixels. An ideal way for advertisers to increase their exposure of their events or offerings.

Contact us for more information about advertising opportunities

Buffalo Trek
P.O. Box 1765
Buffalo, NY 14226

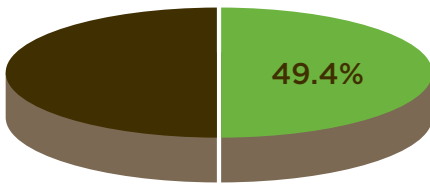
Advertise@BuffaloTrek.com
www.BuffaloTrek.com

AD SPECS

File Size: 50k Max
Formats: GIF, JPEG, PNG (72dpi, RGB)
Placement: Ads are given "Run of Site" and will appear in all areas of BuffaloTrek.com in random order/placement.

At Buffalo Trek, our sole focus is to spread awareness of outdoor fitness and activities happening throughout Western New York. Outdoor exercise is an essential component of a healthy lifestyle and Buffalo Trek is your one stop resource to help you begin your adventure.

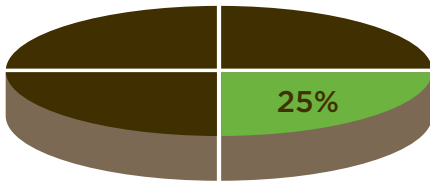
BY THE NUMBERS



49.4% of WNY residents participate in some form of outdoor recreation.



WNY (8 Counties) - 772,397 Visitors/Readers
Erie County - 459,520
Buffalo - 13,065



One quarter of all outdoor enthusiasts engage in outdoor pursuits twice per week.

Running is the #1 rated activity.

49% of participants are married.

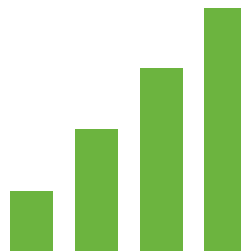
40% of outdoor participants are from household incomes of \$75k or above.

Non-traditional adventure racing is the biggest growth sector.

ONLINE AND MOBILE ADVERTISING



Online advertising spending in the U.S. nearly doubled from \$22.7 billion to \$40.5 billion



Mobile ad spending in the U.S. in 2012 totaled \$4.4 billion and is projected to rise to \$44.2 billion in 2017.

Data Source: Advertising Age 2014, eMarketer Nov 2010