Advertising Opportunities
Reach the nationwide trails community!

www.americantrails.org
<table>
<thead>
<tr>
<th>Online Business Directory</th>
<th>Page 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Robust resource with over 50k organization views annually, top featured listing for category searches, detailed listing that can be updated at any time, banner and sidebar ads on relevant articles throughout website.</td>
<td>$495 per year</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>eNewsletter Banner Ads</th>
<th>Page 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly eNewsletter sent to over 20k individuals and organizations, hundreds of new contacts being added every month. Up to four banner ads per issue.</td>
<td>$200 per issue or $2,000 per year</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Paid Content Articles</th>
<th>Page 8</th>
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</thead>
<tbody>
<tr>
<td>Write a feature length article on any topic highlighting your company’s products and/or services, what’s new, problem/solution scenarios; highlighted in one eNewsletter issue.</td>
<td>$500 per article</td>
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<table>
<thead>
<tr>
<th>Advancing Trails Webinar Series</th>
<th>Page 5</th>
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</thead>
<tbody>
<tr>
<td>Logo recognition on webinar page and email blast promotions; logo and verbal recognition in open and closing slides, attendee list (500-1,000+ contacts per webinar; 22k per year).</td>
<td>$250 partner level or $3,000 sponsor level per webinar</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Website Banner Ads</th>
<th>Page 7</th>
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<tbody>
<tr>
<td>Rotating banner and sidebar ads on homepage and/or relevant articles throughout website. Reach of 875k annually on all webpages.</td>
<td>$2,500 or $4,000 per year</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Social Media Takeover</th>
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</thead>
<tbody>
<tr>
<td>Get up to three posts per day and use of all of our social media platforms (LinkedIn, Twitter, Instagram, Facebook) with a reach of 15k to share photos, links, videos, events, quotes, and more.</td>
<td>$150 per day</td>
</tr>
</tbody>
</table>

Additional Opportunities (that offer advertising discounts):
- International Trails Summit Exhibitors
- American Trails Membership

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"The level of detail for getting the wide attendance, sharing resources, and follow up with contact info hits all the right notes. I am thoroughly impressed." — Aaron W.
Discounts

We offer a variety of discounts for advertising, with at least a savings of 10%, all the way up to 55%! Take advantage of these savings today.

- 10% discount for new advertisers
- 10% discount for multiple ads
- 10% discount for multiple year ads
- 10-15% discount for members
  - Trail Supporters receive 10% discount
  - Trail Stewards receive 15% discount
- 10% discount for International Trails Summit exhibitors

Outreach and Public Relations Opportunities

<table>
<thead>
<tr>
<th>International Trails Summit</th>
<th>Advancing Trails Webinar Series</th>
<th>Partner Outreach</th>
<th>Website Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>700</td>
<td>22K</td>
<td>250K</td>
<td>875K</td>
</tr>
</tbody>
</table>

- **International Trails Summit**: Number of people that participate in the International Trails Summit including attendees, exhibitors, speakers, and volunteers.
- **Advancing Trails Webinar Series**: Number of people that participate in the Advancing Trails Webinar Series each year, including the leadership and decision makers from across the trails industry.
- **Partner Outreach**: Collective outreach of American Trails and our trail industry partners through email blasts, social media, press releases, and media buy.
- **Website Visits**: The number of annual visits to the American Trails website. One of the best databases of trail-related information in the world, with new resources added daily/weekly.
American Trails is dedicating time, resources, and energy to filling in our Business Directory with a robust listing of trail-related services and equipment suppliers from around the country and the world. We currently have more than 3,500 businesses included with over 50k organization views annually. The Business Directory map receives about 600 searches per month.

Free and paid listings available.

Free listings:
- Includes minimal details in the directory including a short 1-2 sentence description, contact details, and logo.

Paid listings:
- Are featured as “sponsors” and listed at the top of competitor’s listings when a person does a search for a topic, category, or tag word related to your business.
- Include a longer description (no word limit), photos, videos, contact details, and logo. Listings can be updated at any time throughout the year.
- Receive rotating sidebar and banner ad placement on relevant articles throughout the American Trails website, with new articles being added weekly. (View banner ad specs on page 7.)
- Are listed as a featured manufacturer in our monthly eNewsletter on a rotating basis.
- Receive a $100 discount for a Paid Content Article (regular price $500; learn more on page 8). Paid Content Articles are also featured in one issue of our monthly eNewsletter and noted as “Sponsored Content.”
- Click-through tracking reports can be provided to you on request.

Cost per year = $495

Learn more: www.americantrails.org/business-directory
Advancing Trails Webinar Series

Learn more: www.americantrails.org/training/webinars

The American Trails Advancing Trails Webinar Series offers weekly webinars (when possible) and sees in excess of 500+ attendees per webinar (usually 700-900+) and 22k attendees total each year, including 4,000+ requesting learning credits. Our archived webinars are available in our online store and receive a few hundred downloads every month. All of our webinars (and their learning credits) are FREE to attendees, but we need sponsorships in order to do so. Each webinar typically brings in 100 or more new contacts not already on our mailing list.

Two options available: $250 partner (unlimited available per webinar) or $3,000 sponsor (one available per webinar).

Benefits:

- Both levels receive logo links on the webinar’s webpage, recognition in email blast promotion, logo and verbal recognition during the live webinar in the opening and closing, and logo links on the resources slide sent to attendees in follow up email.

- The higher $3,000 level receives more recognition (i.e. larger logo, at top of webpage, recognized first, and logo in email blast promotion) plus attendee mailing list.

None of these sponsorship levels would be exclusive. Webinar sponsorships are first come, first serve.

View a list of upcoming webinars at www.americantrails.org/training/webinars. A list of additional topics of interest and planned webinars that are not yet online can be obtained by contacting American Trails. We also welcome your topic suggestions, and we can assist in finding presenters!

Cost per webinar = $250 (partner) or $3,000 (sponsor)

"[As a presenter] over 100 of my books sold...amazing! Esri says it was the largest sales event for a book after a non-Esri event they’ve seen to date. Kudos on that!"

--Breece R.
American Trails sends out a monthly eNewsletter to our mailing list of 20k individuals and organizations across the world. We typically add a few hundred new contacts to our mailing list each month. Each issue averages 30% open rate, with 23-27% click through rates. This means your advertisement will be seen by thousands and clicked on by many decision-making professionals in each issue.

We allow 4 banner ads per issue/month and banners are placed in the order of when it came in.

Benefits:

Your banner ad is placed in order of when it came in (i.e. if you are the first advertiser for a certain month, your banner ad would be placed first towards the top; if you are the fourth advertiser for a certain month, your banner ad would be placed last, towards the bottom). The banner ad can link to whatever webpage you want, and if you advertise for more than one issue/month you are welcome to send a different ad for each month or you can use the same ad for every month (or anywhere in between).

We can provide you a list of upcoming featured articles for each month so you may choose the Issues/months that most closely align with your company.

Click-through tracking reports can be provided to you on request.

Banner Ad Specs:

- Horizontal Banner Ad: 822 pixels wide x 180 pixels high
- Vertical Sidebar Banner Ad: 160 pixels wide by 400 pixels high
- Static images in any format is accepted
- Ads are due by the 5th of each month; the eNewsletter is published on the 15th of each month

Cost per month = $200 (for 1 issue)  
Cost per year = $2,000 (for 12 issues)
Learn more: www.americantrails.org

The American Trails website is growing rapidly, with 875k annual visits, and is your go-to website for trail professionals, volunteers, stewards, and the industry that they support. We work on behalf of all trail types, motorized and nonmotorized, hiking, biking, equestrian, water, and snow trails. Our mission is to advance the development of diverse, high-quality trails and greenways. Through collaboration, education, and communication, we raise awareness of the value of trails.

Banner Ads on the American Trails Homepage ($2,500 non-exclusive or $4,000 exclusive):

Our homepage receives over 44k of unique visitors annually.

Exclusive and non-exclusive options are available on our homepage:
- Non-exclusive banner ads ARE rotating with other advertiser banner ads on the homepage
- Exclusive banner ads are the only ad on homepage, and ARE NOT rotating with other advertiser banner ads

Banner Ads on Relevant Articles throughout Website (included for Business Directory advertisers):

Included as an Online Business Directory advertiser; learn more on page 4.

Rotating sidebar and banner ad placement on relevant articles throughout the American Trails website.

New articles are added weekly to the American Trails website.

Banner Ad Specs:
- Horizontal Banner Ad: 822 pixels wide x 180 pixels high
- Vertical Sidebar Banner Ad: 160 pixels wide by 400 pixels high
- Static images in any format is accepted

Cost per year = $2,500 (non-exclusive) or $4,000 (exclusive)
Paid Content Articles

Learn more: www.americantrails.org (under latest articles and resources)

Include a featured article on any topic highlighted your company and a new product, service, event, or other item of your choosing. Our Communication and Media Specialist can work with you on content to ensure the article is of the best quality and to ensure it serves a good educational purpose for the trails community.

Benefits:

- Highlighted under latest articles on the American Trails homepage once it is published.
- Listed at the top of searches that include your categories and tags.
- Featured in one issue of our monthly eNewsletter and noted as “Sponsored Content.”
- If you are an Online Business Directory advertiser (learn more on page 4), only your banner ad will be listed on your article (versus the regular rotating banner ads from other advertisers that are included on relevant articles throughout the website).
- Click-through tracking reports can be provided to you on request.

Article Specs:

- There is no word limit or limitation on the number of photos you can use.
- Send your article in Word format with photos included within the document (if you wish to showcase how to incorporate photos within the wording and in what order, although the exact final layout cannot be guaranteed). Please also attach photos separately. Any format for photos is accepted.
- We welcome video links which can be embedded into your article as well.

Cost per article = $500 ($100 discount for Online Business Directory advertisers)
Send us exclusive content to take over our social media channels for a day and directly reach over 15k trail enthusiasts!

**How It Works:**

Pick a day you want to do a takeover.

Send us up to 3 posts for each platform at least one week in advance of your takeover day.

Share photos, links, videos, quotes, and more.

Send us your social media links so we can tag you.

**Social Media Specs:**

- **LinkedIn**
  - Recommended image size: 1,200 x 627 pixels
  - Words: 50 words or less

- **Twitter**
  - Recommended image size: 1,200 x 675 pixels
  - Minimum size: 120 x 120 pixels
  - Words: Less than 280 characters

- **Instagram**
  - Recommended image size: 1,080 x 1,080 pixels
  - Words: 50 words or less

- **Facebook**
  - Recommended image size: 1,200 x 1,600 pixels
  - Minimum size: 600 x 315 pixels
  - Words: 50 words or less

**Cost per day = $150**
The following opportunities offer additional discounts for advertising but are not required in order to advertise.

Additional Opportunities

Exhibitors

Members
Exhibitors of the International Trails Summit receive a 10% discount on advertising!

Every two years American Trails sponsors the International Trails Summit (formerly Symposium) to bring together trail and greenway advocates, managers, planners, and users, as well as tourism and business interests. The Summit is the largest gathering of all trail interests—professionals, managers, and users who believe their combined voices are the best way to strengthen trails for everyone.

This 2023 International Trails Summit will be hosted in partnership with the Professional TrailBuilders Association (PTBA) and will also feature an exciting new partnership with the World Trails Network - Hub for the Americas (WTN-Americas).

International Trails Summit Vendor Expo

We structure the exhibitor space to maximize and amplify informal conversations. For 2023 the exhibit hall will serve as the Trail Hub, putting exhibitors front and center, with a central location within the conference center. Space assignments will be available on a first come, first served basis.

10 x 10 Foot Booths Include:
- 6-foot skirted table
- 2 chairs
- 1 waste basket

Outreach:
- 700+ attendees
- 60+ exhibitors
- 250,000 collective outreach American Trails, the Professional TrailBuilders Association, World Trails Network–Hub of the Americas, and our trail industry partners through email blasts, social media, and press releases.
- 1.5 million annual visitation of partner websites.

View the sponsor and exhibitor packet to learn more! An exhibitor form is available and separate from your advertising invoice.
American Trails Membership

Learn more: www.americantrails.org/join

We envision the nation’s public trails and greenways being within reach of all people wherever they live, work, and play. We need your support to help us fight for funding and continue advocating for trails across the nation!

Business members receive a 10-15% discount on advertising plus these additional member benefits:

- Complimentary stickers when you join and every year you renew
- A 10% discount on all Online Store merchandise purchases
- Access to an exclusive online marketplace for outdoor leaders with Outdoorly (check out the graphic below) that grants substantial discounts on 100+ top brands
- Monthly news through our eNewsletter, Trail Tracks
- Access to an online database of over 1,300 National Recreation Trails, as well as links to trails and trail organizations across the country
- Access to hundreds of articles about featured trails

Trail Supporter (Business) $150:

- All of the above, plus:
  - Link on member webpage
  - A 10% advertising discount

Trail Steward (Everyone) $250 and Above:

- All of the above, plus:
  - Link on member webpage
  - A 15% advertising discount

Memberships can be purchased separately or included in your advertising invoice.
About Us

About American Trails
Since 1988, American Trails has been a training resource and collective voice for a diverse coalition of enthusiasts, professionals, advocates, land managers, conservationists, and friends of the outdoors and livable cities. American Trails strives to enrich the quality of life, mental health, and physical health for all people and the sustainable development of communities by advancing and promoting the development, preservation, and enjoyment of diverse, high-quality trails and greenways.

Learn more at www.americantrails.org.

Programs
American Trails provides resources to those that build, maintain, and advocate for trails. We work on a variety of programs including Trails Move People, National Trails Training Partnership, International Trails Symposium, Emerging Trail Leaders Scholarship Program, National Recreation Trails Database & Ambassador Program, Advancing Trails Awards, and Trail Fund Grant Program.

Learn more at www.americantrails.org/programs.

Our Mission
American Trails advances the development of diverse, high quality trails and greenways for the benefit of people and communities. Through collaboration, education, and communication, American Trails raises awareness of the value these trail systems offer.

Estimated Served
875K Annually

Organizational Governance
In keeping with our values, American Trails aims to conduct all business with transparency and accountability to our donors and partners. Our governing documents and recent financial reports are available online to the public.

Learn more at www.americantrails.org/organizational-governance.
Advertise with American Trails

Questions?
Contact Candace Gallagher, Director of Operations, for your personalized quote and to learn about your FREE gift with advertising!

Email: candace@americantrails.org
Phone: (530) 605-4395

Thank you gift for advertisers!

(Please note: One mug and set of stickers and coaster available per advertiser per year. Add’t mugs can be purchased in our online store, and include complimentary stickers and a coaster.)

Payment: Download the charge authorization form here or request an invoice to pay online.
Accepted payments include Visa, Mastercard, PayPal (additional credits cards accepted), or a check made payable to American Trails.

Address: PO Box 491797 | Redding, CA 96049
Fax: (530) 867-9014
Website: www.americantrails.org

American Trails is a 501(c)3 nonprofit organization
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