

Advertising Opportunities

Reach the nationwide trails community!



NEW Trail Boss Annual Sponsor Package Option!

“The level of detail for getting the wide [webinar] attendance, sharing resources, and follow up with contact info hits all the right notes. I am thoroughly impressed.” Aaron W.

Advertising Directory

View all available discounts available on page 3. Free thank you gift for advertisers (learn more on last page).

ONLINE BUSINESS DIRECTORY

PAGE 4

Robust resource with over 100,000 organization views annually, top featured listing for category searches, detailed listing that can be updated at any time, rotating banner and sidebar ads on relevant articles throughout website.

\$495 per year

ADVANCING TRAILS WEBINAR SERIES

PAGE 5

Logo recognition on webinar page and email promotions; logo and verbal recognition during live and recorded webinars, attendee list (550 average attendance per webinar; 22,000 per year).

\$250 or \$3,000 options per webinar/\$2,500 annual partner

ENEWSLETTER BANNER ADS

PAGE 6

Two monthly eNewsletters sent to over 40,000+ individuals and organizations, hundreds of new contacts being added every week. Space for four banner ads per issue, per enews.

\$250 per issue or \$2,500 per year

HOMEPAGE BANNER AD

PAGE 8

Rotating banner ad towards top of homepage. Reach of 48k annually on the homepage and over 875,000 annually throughout entire website.

\$250 per month or \$2,500 per year

PAID CONTENT ARTICLE

PAGE 9

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.

\$500 per article

SOCIAL MEDIA TAKEOVER

PAGE 10

Up to two posts per day utilizing our social media platforms (Facebook, Instagram, LinkedIn, Twitter, YouTube) with a reach of 19,000 to share photos, reels/videos, events, and more.

\$150 per day

Additional Opportunities (that offer advertising discounts):

- International Trails Summit Exhibitors Page 13
- American Trails Membership Page 14

TRAIL BOSS ANNUAL PACKAGE

PAGE 11

New annual package, valued at \$9,000, includes all available advertising options plus 10 Trail Boss Mugs!

\$5,000 per year

Discounts

Offering a variety of discounts for advertising, starting with a savings of 10% going all the way up to 65%!

- 10% discount for new advertisers
- 10% discount for multiple ads
- 10% discount for multiple year ads
- 10% discount nonprofits/educational institutions
- 15% discount for Trail Protector members
- 10% discount for International Trails Summit exhibitors



PHOTO CREDIT: IAN SCHNEIDER, UNSPLASH

PLUS! NEW Trail Boss Annual Sponsor Package offering huge savings (almost 50%) on multiple advertising opportunities!

Outreach and Public Relations Opportunities

900

INTERNATIONAL TRAILS SUMMIT

Number of people that participate in the International Trails Summit including attendees, exhibitors, speakers, and volunteers.

22K

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.

250K

PARTNER OUTREACH

Collective outreach of American Trails and our trail industry partners through email blasts, social media, press releases, and media buy.

875K

WEBSITE VISITS

Annual visits to the American Trails website. One of the best databases of trail-related information in the world, with new resources added weekly.

Learn more: www.americantrails.org/business-directory

Robust listing of trail-related organizations from around the country and the world. We currently have close to 5,000 businesses included with over 100,000 organization views annually. The Business Directory map receives about 1,000 searches per month.

Free and paid listings available!

Free Listing Benefits:

- Contact details, logo, 1-2 sentence description.

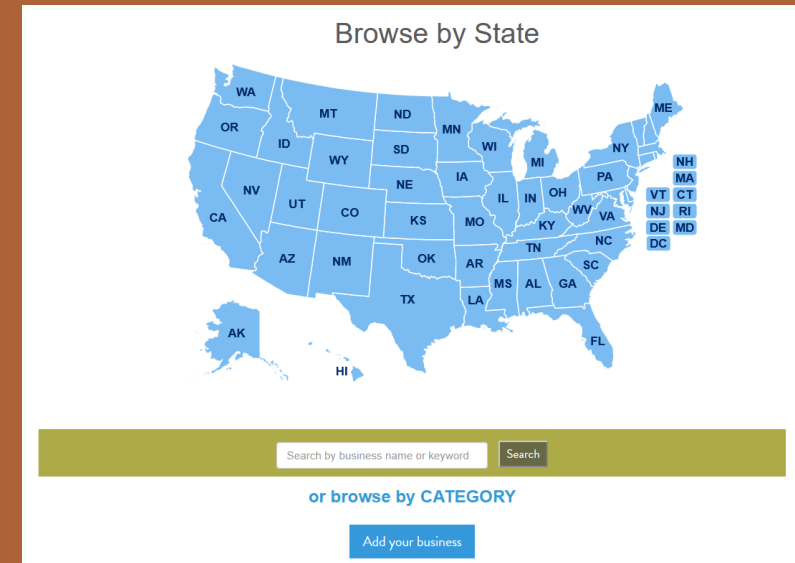
Paid Listing Benefits:

- Contact details, logo, no word limit description, photos, videos, and captions, with updates allowed at any time.
- **Premium listing** at the top of competitor's listings when someone searches by category.
- Listed as **featured manufacturer in our monthly eNewsletter** on a rotating basis.
- **One free Paid Content Article** per year (regular price \$500; learn more on page 8) and featured in one issue of our monthly eNewsletter.
- **Rotating sidebar and banner ad placement** on relevant articles throughout the American Trails website (new articles being added weekly).

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 = \$495



"Simply put, American Trails is the one-stop resource and authority for everything trails."
--John H.

ADVANCING TRAILS WEBINAR SERIES

PAGE 5

Learn more: www.americantrails.org/webinars

The American Trails Advancing Trails Webinar Series offers weekly webinars (when possible) and sees an average of 550 attendees per webinar (sometimes exceeding 1,000), 22,000 attendees per year, and 4,000+ learning credit requests (100-200 per webinar). Live webinars are free for everyone (and up to 24 hours following each webinar to accommodate different time zones). American Trails members can access our archived webinars that includes a recording, closed caption transcript, and resources slide, and can obtain free learning credits. All follow up materials are available within two days post-webinar.



On average, each webinar typically brings in 100 new contacts not already on our mailing list!

Sponsorship opportunities available per webinar or annually, with over 35 webinars held every year!

Partner Benefits:

Logo link on webinar page, as well as in the opening and closing slides, along with verbal recognition during the live and recorded webinars. A resources slide is shared with all attendees in each webinar follow up email (that include a link to the recording and closed caption transcript) that will include your logo link as well. Each webinar email promotion we typically send the Monday before each webinar will include name links for each partner sponsor.

Main Sponsor Benefits:

Main sponsors receive all of the above benefits, including a large logo link in promotional emails, are recognized first, and also receive the attendee list following each webinar.

Trail Boss Annual Sponsors can pay an additional \$1,500 to be the main sponsor of one webinar to receive the attendee list (50% savings). Learn more on page 11.

“[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.

Cost per webinar = \$250 partner/\$3,000 main sponsor Cost per year* = \$2,500 (35+ webinars)

*available for partner sponsorships only

NEWSLETTER BANNER ADS – TRAIL TRACKS

PAGE 6

American Trails sends out two monthly eNewsletters – **Pathways Professional Development** (sent on 1st of month) and **Trail Tracks** (sent on 15th of month). Both eNewsletters are sent to our mailing list of 40,000+ individuals and organizations across the world. We typically add a few hundred new contacts to our mailing list each month. Each issue averages 33% open rate, with 23-27% click through rates. This means your company will be seen by thousands and clicked on by many decision-making professionals.

Our **Trail Tracks eNewsletter** will continue to keep you apprised of cutting-edge hot topics and will continue to share funding and legislation opportunities as well as additional training and resources.

Learn more: www.americantrails.org/newsletter

Banner Ad Specs:

- Horizontal Banner Ad: 822 pixels wide x 180 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
- Ads can be updated every month and can link to any webpage
- **We allow 4 banner ads per issue; banners are placed in the order of commitment**
- Themes are available for each issue so you can choose the topics that closely align with your company/organization

Cost per month = \$250 (for 1 issue)

Cost per year = \$2,500 (for 12 issues)

Advertise in both eNewsletters for only \$400/month or \$4,500/year!



Subscribe to our eNewsletter!

ENEWSLETTER BANNER ADS - PATHWAYS

PAGE 7

American Trails sends out two monthly eNewsletters – **Pathways Professional Development** (sent on 1st of month) and **Trail Tracks** (sent on 15th of month). Both eNewsletters are sent to our mailing list of 40,000+ individuals and organizations across the world. We typically add a few hundred new contacts to our mailing list each month. Each issue averages 33% open rate, with 23-27% click through rates. This means your company will be seen by thousands and clicked on by many decision-making professionals.

Our new **Pathways Professional Development eNewsletter** is a summary of the professional development opportunities American Trails and others offer. Visit our brand-new Career Pathways Portal to discover trainings, profiles of notable professionals, jobs, and other resources.

Learn more: www.americantrails.org/pathways-newsletter

Banner Ad Specs:

- Horizontal Banner Ad: 822 pixels wide x 180 pixels high
- Static images in any format is accepted
- Ads are due by the 20th of each month; the eNewsletter is published on the 1st of each month
- Ads can be updated every month and can link to any webpage
- We allow 4 banner ads per issue; banners are placed in the order of commitment



Cost per month = \$250 (for 1 issue)

Cost per year = \$2,500 (for 12 issues)

For an additional \$500, Pathways eNewsletter advertisers can also advertise on our Career Pathways Portal for an entire year!

Advertise in both eNewsletters for only \$400/month or \$4,500/year!

[Subscribe to our eNewsletter!](#)

HOMEPAGE BANNER AD

Learn more: www.americantrails.org

The American Trails website is growing rapidly and is your go-to website for trail professionals, volunteers, stewards, and the industry that they support. With over 875,000 annual visits and 48,000 annual homepage views, we work on behalf of all trail types, motorized and nonmotorized, hiking, biking, equestrian, water, and snow trails.

Non-exclusive rotating banner ads will be placed towards the top of the American Trails homepage, linked to whatever webpage you want.

Banner Ad Specs:

- Horizontal Banner Ad: 822 pixels wide x 180 pixels high
- Static images in any format is accepted

Want your banner ad to go farther?

Become a Business Directory advertiser and get your banner ad placed on hundreds of relevant articles throughout the website! Learn more on page 4.

Cost per month = \$250

Cost per year = \$2,500



HOMEPAGE EXAMPLE

RELEVANT ARTICLES THROUGHOUT WEBSITE EXAMPLE

Safe Routes to Parks

Improving Access to Parks through Walkability

Adults living within a half mile of a park visit parks and exercise more often, but according to the 2014 State Indicator Report on Physical Activity, less than 38 percent of the U.S. population lives within a half mile of a park.

by National Recreation and Park Association (NRPA)

Public parks provide highly valued benefits in America's local communities. Some of these benefits include but are not limited to economic viability, environmental conservation and improved health outcomes. Adults living within a half mile of a park visit parks and exercise more often. According to the 2014 State Indicator Report on Physical Activity, less than 38 percent of the U.S. population lives within a half mile of a park. This is a significant barrier to physical activity, as parks are an important destination that should be easily accessible to all citizens. Consequently, the key to ensuring accessibility to parks is through creating safe routes to parks within communities. When citizens have the resources to safely walk to parks, every trip taken by foot is an opportunity to engage in physical activity. Nevertheless, there are several physical and social barriers that make walking to parks undesirable, such as proximity to roads, lack of infrastructure, crime and traffic safety concerns. These barriers are a result of engineering, zoning, and use and design trends that have existed in the United States for the past 50 years. Breaking down these barriers requires a shift in the transportation system paradigm from mobility to accessibility. Given the high prevalence of obesity and chronic diseases in the United States, parks have proven to be affordable locations for physical activity because they are located in most communities around the nation. Empirical evidence demonstrates that people who reside in communities with safe, active transit to parks are more likely to be physically active than their counterparts. Although these findings are encouraging, we are faced with a challenge that needs further attention - that is, most neighborhoods are not appropriately connected to parks via pedestrian paths. This presents difficulty for people to easily access parks without motorized transportation. People are more likely to walk to parks if their communities are better connected to parks by active transit routes. The purpose of this report is to understand the obstacles limiting walkability to parks and identify the essential elements of a safe route to a park. Additionally, this report assesses the barriers to walkability, determines the key stakeholders responsible for creating safe routes to parks, identifies strategies on building awareness on the importance of walkability, and recognizes current initiatives on improving safe routes to parks.

Attached Document

PDF

Related Content

Useful Active Communities

Resources

Webinars

Trail as Transportation

Resources

Webinars

BEYOND GREENWAYS

THE NEXT STEP FOR CITY TRAILS AND WALKING ROUTES

BY ROBERT SEARNS

Now \$26.25

Was \$55.00

Take 25% off with code TRAILS at checkout!

BUY NOW

Latest Resources

Bob Walker - Career Pathways Profile

Safe Routes to Parks

Robert Searns - Career Pathways Profile

Ulrika Panteloni - Career Pathways Profile

The Latest From Our YouTube Channel

BEYOND GREENWAYS

THE NEXT STEP FOR CITY TRAILS AND WALKING ROUTES

BY ROBERT SEARNS

Now \$26.25

Was \$55.00

Take 25% off with code TRAILS at checkout!

BUY NOW

"Bob Searns offers the prescription to treat what ails us: grand loops and town walks!"

-Mark Fenton, host of the PBS "America's Walking" series

BLANDPRESS

NCS FISHING

WINDUP THE COLLECTION

Learn more: www.americantrails.org (under Latest Articles)

Include a featured article on any topic highlighting your company and a new product, service, event, or something else of your choosing.

Benefits:

- Promote your organization and any new products, services, programs, events, and more!
- Highlighted under Latest Articles on the American Trails homepage.
- Listed at the top of searches that include your categories and tags.
- Featured in one issue of our monthly Trail Tracks eNewsletter.
- Free for Online Business Directory advertisers!

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, and captions if requested. Any format for photos is accepted.
- We welcome video links which can be embedded into your article as well.

Cost per article = \$500 (or free for Online Business Directory advertisers)

**Great
opportunity
for a new
company or
advertiser!**



SOCIAL MEDIA TAKEOVER

Send us exclusive content to take over our social media channels for a day and reach over 19,000+ trail enthusiasts!



Follow us!

How It Works:

- Pick a day you want to do a takeover.
- Send us up to 2 posts for each platform that you want to takeover (preferably a few days in advance of your takeover day).
- Share photos, links, reels/videos, and captions for what you want posted to what platform.
- Send us your social media links so we can tag you.

Social Media Platforms Available Via American Trails:



LinkedIn



Instagram



YouTube



X



Facebook

Cost per day = \$150

TRAIL BOSS ANNUAL SPONSOR PACKAGE

Only \$5,000 * Multiple Benefits * One Full Year

Benefits:

- Online Business Directory listing for one year (includes banner ads on relevant articles throughout website) (\$495 value)
- Advancing Trails Webinar Series choice of one:
 - Annual webinar partner sponsor for all webinars held (35+) (\$2,500 value)
 - Main webinar sponsor for one webinar of choice + receive the attendee list (\$3,000 value)
- Homepage banner ad for one year (\$2,500 value)
- Three paid content articles featured in three separate eNewsletter issues throughout the year (\$1,500 value)
- One social media takeover per month utilizing all our platforms (\$1,800 value)
- Ten Trail Boss Mugs to share with your partners/staff (includes Happy Trails coasters and stickers) (\$205 value)
- *Option to pay an additional \$1,500 to be the main sponsor of one webinar to receive the attendee list (50% savings)*

Total value of \$9,000 for only \$5,000!

Cost per year = \$5,000*

**Please note that additional discounts are not available for this package due to savings already included.*



Receive 10 Trail Boss Mugs with this annual package!

Additional Opportunities

The following opportunities offer additional discounts for advertising but are not required to advertise.



EXHIBITORS



MEMBERS

INTERNATIONAL TRAILS SUMMIT EXHIBITORS

Learn more: www.trails-summit.org



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

Every two years American Trails and the Professional TrailBuilders Association partners to host the International Trails Summit 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.

International Trails Summit Vendor Expo

We structure the exhibitor space to maximize and amplify informal conversations. The exhibit hall serves as the **Trail Hub**, putting exhibitors front and center, with a central location within the conference center and is where food and drinks are served throughout the event. Space assignments will be available on a first come, first served basis.

10 x 10 Foot Booths Include:

8' back drape + 3' side drape | 6-foot skirted table | 2 chairs | 1 waste basket

Outreach:

- 900+ 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.

Higher sponsor levels receive access to the attendee mailing list 2 weeks pre- and post-summit.

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!



Trail Protector members (\$1,000/year) receive a 15% discount on advertising plus these additional member benefits:

- 10% discount on [International Trails Summit](#) registration for up to 5 staff of your organization.
- Opportunity to present a webinar in our Advancing Trails Webinar Series (with access to attendee mailing list).
- Access to archived webinar recordings and free learning credits for up to 5 staff of your organization.
- Opportunity to offer [learning credits](#) (AICP CM, LA CES, NRPA/other equivalency petition) at your event/training.
- Logo in the footer of all webpages on the AT website.
- Use of American Trails logo for your website and literature.

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.



Our Mission

Connecting and transforming communities through the power of trails.

Our Vision

American Trails connects organizations, agencies, and communities with the education, data, and people they need to build better trails.

Learn more at www.americantrails.org/about-us



Estimated Served

875K Annually



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.



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) 645-3096

Thank you gift for advertisers!



(Please note: one mug and set of stickers and coaster available per advertiser per year with the exception of the Trail Boss Annual Package. Add'l mugs can be purchased in our [online store](https://www.americantrails.org/online-store).)

Payment: We accept payment via ACH, any major credit card, PayPal, and Venmo. We also accept check payments. An invoice will be emailed.

Address: PO Box 491797 | Redding, CA 96049

Fax: (530) 867-9014

Website: www.americantrails.org

American Trails is a 501(c)3 nonprofit organization
EIN: 52-1591902