

2017 RE-Launch

- Michigan Motocross.com Has over 20,000 Visitors each month, The domain has been used for Supercross, Arenacross and Monster Jam Advertising the past few years because of the high amount of visitors.

- We field multiple questions each month but the most common are:
 - Where and when can I ride?
 - How do I find out more about practice or races?
 - How much does it cost?
 - What do I need to buy to ride?
 - My kid is X age what bike do I buy?

- Site hasn't been updated since 2005 but is still fielding more traffic than 90% of Michigan related motocross sites.

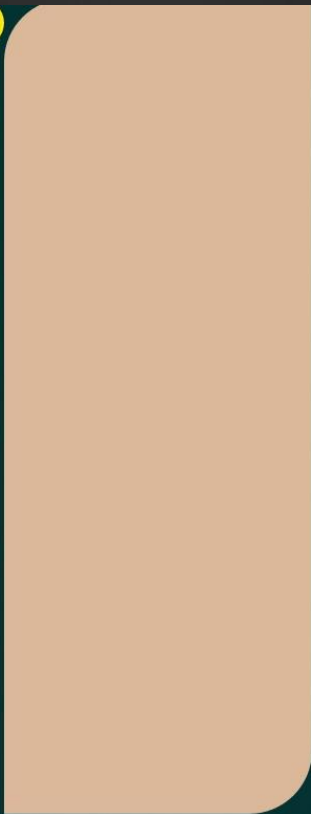
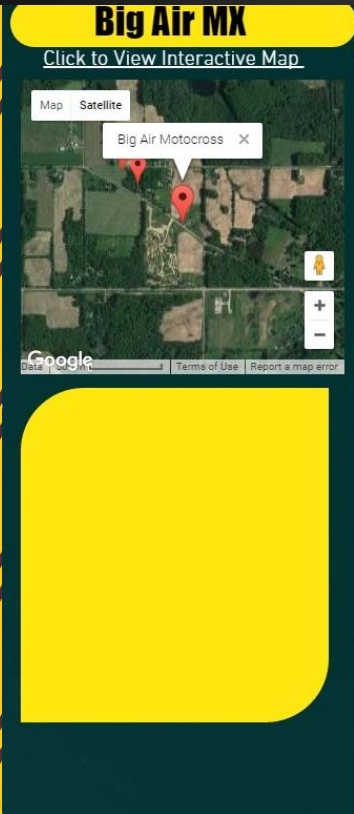
2017 Update

- UPDATE TO A MORE MOBILE FRIENDLY DESIGN
- PROVIDE TRACKS / PROMOTERS A HUB FOR RIDER INTERACTIONS
- PROVIDE VISITORS WITH A EASY AND INFORMATIVE PLACE TO LEARN ABOUT MX IN MICHIGAN
- PROVIDE AN ATTRACTIVE SPACE FOR ADVERTISING

MICHIGANMOTOCROSS.COM

2017 Track Pages

Ad Space



Ad Space

Example – not a final layout

- ▶ Will include Tracks practice and Race Schedule
- ▶ Track Length, soil type, and Helmet / Featured videos
- ▶ Social Media Feed (to keep riders up to date instantly)

MICHIGANMOTOCROSS.COM

2017 Home Page



**MICHIGAN
MOTOCROSS**

Advertising
Places To Buy Targeted Ad Space



HOME

The Tracks

What Is Motocross

Welcome to Michigan Motocross!

We Started this Site to spread our love of dirt bike riding, Make new friends, and grow our MX Family. We hope to inform the New Rider, Grow the Sport, and keep existing riders informed and entertained.



GREEN ON FIRE AT MASON FAIR



Advertising

Places To Buy Targeted Ad Space

HIGHLIGHTS OF THE WEEK:

(See the Respective FB Pages for more information)

Edge of Summer MX Soaring Eagle Casino & Resort

all the details:

<http://www.redbudmx.com/2016E0SMX.htm>

ATV PRO and Amateur Friday

Sat AM : Amateur Bikes Sat Night:

PRO (and select classes)

Sun Amateur Bikes AM SUZUKI /

HONDA / KAWASAKI contingency

D14 STATE CHAMPIONSHIP SUN

@ Cadillac Motorcycle Club - HONDA

/ HUSQVARNA / KTM contingency.

MIMX Week Of Sept 5- 11th

Friday Sept 9th

PRACTICE

Training Complex 11 am-6pm

Saturday Sept 10th

RACE

Edge of Summer MX Soaring Eagle

Casino & Resort

Freelin MX

PRACTICE

Martin MX Park

BattleCreek MotorcycleClub

Sunday Sept 11th

RACE

Edge of Summer MX Soaring Eagle

Casino & Resort

Freelin MX

Cadillac Motorcycle Club - D14 State

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[Change Page Background](#)



Places To Buy Targeted Ad Space

Advertising

Places To Buy Targeted Ad Space

Advertising

Example – not a final layout

- ▶ Will include Tracks practice and Race Schedule for the Week
- ▶ Featured content from contributors, sponsors and easy how to (to keep riders up to date instantly)

Advertising opportunities

- Pricing for everyone Starting at \$20
- Free schedule posting for tracks and promoters
- Easy ROI tracking with monthly click traffic updates

Tier 1

- Industry Sponsors like FOX, FLY, Pro-Taper
- Manufacturers (Yamaha, Honda, KTM, ect.)
- Name Brands (Snap -on, Makita, ect.)
- Car / Truck Dealers
- MX SX Pro events (AMA & Feld)
- **Prices Starting at \$100**

Tier 2

- Local Dealers
- Local Advertisers (on track pages)
- **Pricing Starting at \$50**

Tier 3

- Featured Events / Dates from tracks and promoters
- Dealer Rides
- Training camps
- **Pricing Starting at \$20**