

72nd Annual

# Sturgis



**MOTORCYCLE RALLY**  
**August 6-12, 2012**

The Official Sturgis Motorcycle Rally Website  
**SturgisMotorcycleRally.com**



**THE OFFICIAL STURGIS MOTORCYCLE RALLY WEBSITE** is a tremendous tool at a bargain price, serving up over 3.5 million pageviews from nearly 375,000 unique visitors per year.

**THE CITY'S ANNUAL SURVEY** conducted in partnership with Rally sponsors, SD Department of Tourism and Black Hills Vacations, shows that an overwhelming majority of Rally visitors make their decision to return next year immediately following the event. This means people are searching our site NOW. Respondents to the survey also indicated that [www.sturgismotorcyclerally.com](http://www.sturgismotorcyclerally.com) is their number one go-to source for information on the Sturgis Motorcycle Rally, outside of word-of-mouth!

## **\$150 FOR ACCOMMODATIONS, ATTRACTIONS, BARS, RESTAURANTS, RETAIL SHOPPING**

Place your advertising listing on the new Sturgis Motorcycle Rally website to include a link to your website and a photo or logo. This is your opportunity to describe your product; list amenities, list hours of operation, location and contact information, provide visitors with your business information and much more. Your listing on the Official Sturgis Motorcycle Rally website for \$150 will run for one year once placed. Visit [www.sturgismotorcyclerally.com/info-guide/advertise.php](http://www.sturgismotorcyclerally.com/info-guide/advertise.php) for instructions on how to place advertisement on the Official Sturgis Motorcycle Rally or contact the City of Sturgis Rally Department.

## **\$300 FOR CHAMBER/COMMUNITY LISTING** Email your description and graphics to [info@sturgismotorcyclerally.com](mailto:info@sturgismotorcyclerally.com)

**IN ADDITION** to your listing on the Official Sturgis Motorcycle Rally website, you will also receive a listing in the 2012 Official Sturgis Motorcycle Rally Schedule of Events Pocket Guide. (75,000 copies printed)

**PLACE YOUR AD TODAY ON THE STURGIS MOTORCYCLE RALLY WEBSITE!!!**

## **ADVERTISING SERVICE FOR RALLY JOBS**



Sturgis Motorcycle Rally (SMR) is pleased to announce the launch of a new "Rally Jobs" employment service on its official website. This is the first on-line employment advertising service exclusively targeted at advertising Rally-related employment opportunities.

**Hurry, get your employment ad in today.**  
[sturgismotorcyclerally.com/rally-jobs](http://sturgismotorcyclerally.com/rally-jobs)

For more information on this and other advertising opportunities contact:  
City of Sturgis Rally Dept. 605.720.0800 • Fax: 605.720.0801 or email us at [info@sturgismotorcyclerally.com](mailto:info@sturgismotorcyclerally.com) 1040 2nd Street, Suite 201, Sturgis, SD 57785

**LISTINGS VALID FOR ONE YEAR**

**WEBSITE ADVERTISING**