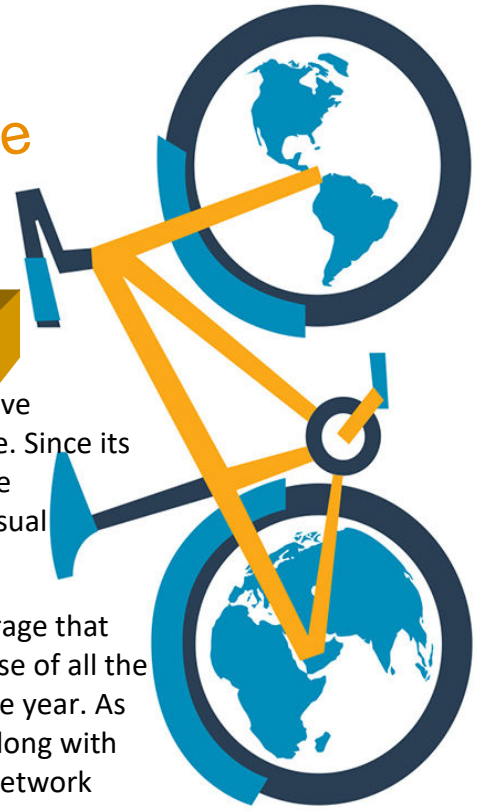




Helping More Find Their. . .

#NextBikeAdventure



A Multimedia Bike Travel Network

The HaveFunBiking (HFB) publishing network was originally created to give Minnesota cyclists access to the latest information to help them stay active. Since its inception HFB continues to provide the latest information on must-see bike locations to explore, plus fun event listings and helpful tips for both the casual rider and seasoned cyclist.

Collectively, the current HFB multimedia platform delivers reach and coverage that rival the biggest consumer magazines in the upper Midwest. In fact, because of all the published maps in the guide, our readers use the bike guide throughout the year. As this popular Minnesota bicycle publication continues to expand its reach along with other HaveFunBiking products, our combined circulation of HFB's media network continues to increase.

HaveFunBiking.com: A Legacy of Making Bike Friendly Information Available



Since its inception in late 2006, HaveFunBiking's mission has been to provide the public with a better bicycle information source. At the time, as digital technology developed across the Midwest, the HFB website continuously gathered information so bicyclists had the most current information at their fingertips. With a website, blog, events calendar, and an e-database with roughly 5,000 subscribers, we decided to venture into publishing the *Minnesota Bike/Hike Guide* in 2009. The focus was to showcase the bike friendly attributes of communities in the Midwest, which have continued to be our loyal partners.

Last year we also started publishing the bike guide in a digital format and expect to double our circulation numbers to over 300,000 this year. In 2016 the guide was downloaded over 150,000 times thanks to social media campaigns and a database that has expanded to 35,000 e-subscribers. This is also in addition to the annual 50,000 print copies we distribute throughout the cycling season.

The Minnesota Bike/Hike Guide Makes the Perfect Media to Expand Your Brand Nationally

Having just completed our eighth annual print edition of the guide along with its quarterly digital companion, we are ready to embark on a national version. Using our existing multimedia footprint, a national Next Bike Adventure guide is being developed to give our growing readership even more bike tourism options.

Please look at the opportunities on the following pages:

HaveFunBiking Web Opportunities Online . . .

Expand your brand as we increase our coverage to more bicycling tourism readers that are looking for new places to explore, active sports events, and helpful tips on products to make their outings more enjoyable.

Online Features Including Links To:

- Video Instruction
- Event coverage
- Specially priced destination packages for our readers
- Specially priced equipment
- Bike shop and club directory
- Online contests, blogs, polls and much more!

HaveFunBiking Website Marketing Opportunities

Front Page Right Column Ad Position

- Brand your message as thousands of readers click onto our homepage each day
- Ads stacked (6) high and randomly rotate throughout 2017, as page is refreshed
- Ads may be purchased for: 3 months, 6 months, 9 months and 12 months.

Duration	Cost per month	
3	\$300	File Type: 640 x 640 pixel size in a jpeg format only.
6	\$275	NOTE: ads may be changed periodically, but each
9	\$225	design must be displayed for a minimum of one month.
12	\$150	

All home page ads are billed at time of placement and due 15 days of invoice

Banner Ads In Blog Articles

- Gain extra branding exposure and link to your site in articles we publish
- Banner ads are randomly placed in articles on HaveFunBiking's blog and run once through our eMag
- Banner ads will be guaranteed positioning in a minimum of two (2) new articles each month of duration purchased. Normally only one, however no more than two banner ads will be placed in any article at any time.
- Banner ads may be purchased for: 3 months, 6 months, 9 months and 12 months.

Duration	Cost per month	
3	\$400	File Type: 900 x 120 pixel size in a jpeg format only
6	\$350	NOTE: ads may be changed periodically, but each
9	\$300	design must be displayed for a minimum of one month in articles.
12	\$225	

All banner ads are billed at time of placement and due 15 days of invoice

HaveFunBiking e-Mag Banner Ads

- E-Mag/newsletter is published with only two banner positions available per week, reaching over 35,000 subscribers
 - Banner ads will be guaranteed positioning in a minimum of two (2) new articles each month of purchased duration
- Banner ads may be purchased for: 3 months, 6 months, 9 months and 12 months.

Duration	Cost per month	
3	\$425	File Type: 900 x 120 pixel size in a jpeg format only
6	\$375	NOTE: ads may be changed periodically, but each design must be
9	\$325	displayed for a minimum of one month in articles.
12	\$250	

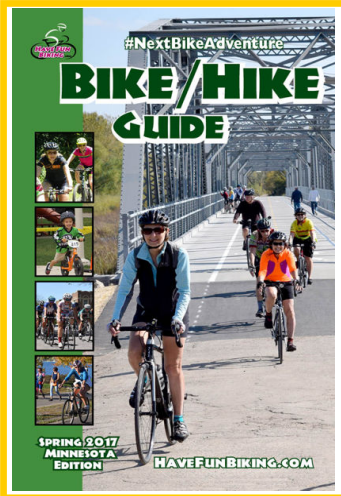
All banner ads are billed at time of placement and due 15 days of invoice

For More Information Contact Hayley@HaveFunBiking.com or 320-492-1494

The Handy Minnesota Bike Guide That Every Bike Adventure Needs!

With a growing demand for bike-friendly maps and fun places to travel, the *MN Bike/Hike Guide (print & digital)* is a cost-effective place to showcase your destination or product. Reserve your space today. Each year we print and distribute 50,000 copies and our e-guide (*quarterly*) went out to over 150,000 mobile devices and desk top computers in 2016 - and our reach continues to expand.

Take advantage of both our print and digital media platforms. This year we are expanding our digital reach to double the guide's circulation here in Minnesota and to several out-of-state markets. As we encourage more to find their next bike adventure, advertise with us in the *MN Guide*, at *HaveFunBiking.com* and the other social media opportunities we have listed above.



1/8 Page
2.1667" x 1.875"

1/6 Page Vertical
2.1667" x 2.565"

1/2 Page Vertical
2.1667" x 7.5"

1/3 Pg Vertical
2.1667" x 4.8125"

1/4 Page
2.1667" x 3.625"

1/16 Page Vertical
2.1667" x 1.065"

Half Page Horizontal
4.5" x 3.75"

2/3 Page Horizontal
4.5" x 4.8125"

1/3 Page Horizontal
4.5" x 2.4375"

1/4 Page Horizontal
4.5" x 1.8125"

1/6 Page Horizontal
4.5" x 1.1875"

2018 Rates for Ads in Guide

Print/Digital Guide

Digital (upon availability)

	(before 7-1-2017)	(after 7-5-2017)	1X	2X	3X	4X
Listing	\$ 90	\$ 105	-	-	-	-
1/16 (logo block ad)	\$ 225	\$ 275	-	-	-	-
1/8	\$ 385	\$ 460	-	-	-	-
1/6	\$ 415	\$ 485	-	-	-	-
1/4	\$ 665	\$ 745	-	-	-	\$ 125
1/3	\$ 885	\$ 975	-	-	-	\$ 170
1/2	\$1,355	\$1,485	\$ 480	\$ 390	\$ 280	\$ 205
2/3	\$1,665	\$1,815	-	-	-	-
Full	\$2,145	\$2,385	\$ 800	\$ 720	\$ 600	\$ 500
Full Page - Prime Print/Digital 1		\$2,455		(page 3 positioning in all 2017 edition)		\$1,400
Full Page - Prime Print/Digital 2		\$2,545		(page 5 positioning in all 2017 edition)		\$1,200
Full Page - Prime Print/Digital 3		\$2,645		(page 6 positioning in all 2017 edition)		\$1,200
F-Cover (inside)	\$3,825	\$3,940		(page 1 positioning in 2017 edition)		
Cover (back inside)	\$3,825	\$3,940		(page 4 positioning in 2017 edition)		
Back Cover	\$4,125	\$4,365		(page 2 positioning in 2017 edition)		

Standard Full Page
4.5" x 7.5"
(no bleed)

Back Cover or Inside Cover Pages
5.25" x 8.25
(plus 1/8" for bleed permitted)

With your ad placement above, gain additional exposure with your link in the digital *Bike/HikeGuide* issues for a full year. That is a \$105 value and your link will be complimentary. For advertising prices on: *HaveFunBiking.com* see page 2 or contact us below for more details.

All ads above should be camera-ready and sent as an electronic PDF, EPS or JPEG file. Your must be reserved by January 15, 2018 with camera ready artwork and payment in by January 31, 2018. Produced ads, for best quality should be sent via e-mail in PDF or EPS formats and saved at 300 or larger DPI.

Camera-ready hardcopy means that the ad should be very high quality printout and actual size. NOTE that high contrast photos or grey tones reproduce best from electronic files. Photos should be saved at 250-350 DPI output size for best reproduction. All Electronic Files should be sent via e-mail in PDF or PDF/X (*Adobe Acrobat*) or EPS (*Encapsulated PostScript*) file format. Please embed fonts or convert them to outlines.

Please make sure all elements are CMYK for all ads.

If you need graphic design assistance for an ad placement, please contact Pete May at: pmay812@gmail.com or 952-200-4939 for a quote on all your graphic design needs.

For More Information Contact Hayley@HaveFunBiking.com or 320-492-1494



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INSERTION ORDER

HaveFunBiking Publications
1321 E 66th Street Suite 102 · Richfield, MN 55423
(612) 723-4511 · editor@HaveFunBiking.com

Advertiser	Agency	Insertion Number	
Representative	Email		
Address	City	State	Zip
Phone	Web link for your advertising insertion		

Customer agrees to purchase advertising in *HaveFunBiking* Publication with the following terms and rates as listed at www.havefunbiking.com/MediaKit.pdf

1) HaveFunBiking Website Marketing Opportunities

- Front Page Right Column Ad Position at HaveFunBiking.com \$ _____
- Banner Ad In HaveFunBiking.com Blog Articles \$ _____
- HaveFunBiking e-Mag Banner Ads \$ _____

2) The 2017 Have Fun Biking Publication (please circle) (print/digital) or (digital only)

- MN Bike/Hike Guide _____ Ad Size selected _____ Issue Charges \$ _____
- MN Bike, Hike & Ski Guide _____ Ad Size selected _____ Issue Charges \$ _____
- HaveFunBiking Guide _____ Ad Size selected _____ Issue Charges \$ _____

Total Charges \$ _____

PUBLISHER'S CONDITIONS

Submission of Materials. Advertiser agrees to supply to publisher all elements of the advertising to be published, including electronic files and color proofs by the "Materials" deadline indicated at the HaveFunBiking.com Media Kit (havefunbiking.com/MediaKit.pdf). Advertiser understands and agrees that any charges necessary to prepare or modify the advertisement to conform to the size or production specifications listed on the rate card will be added as additional charges to the advertiser.

Publisher's Discretion. Advertisers are permitted to advertise in the magazine (*Guide*) at the publisher's discretion and placement is granted at discretion; the publisher reserves the right to refuse or cancel any advertising for any reason at any time. Publisher reserves the right to place the word ADVERTISEMENT on any material the publisher believes to resemble or to be confusingly similar to the publication's editorial or article format.

Errors. Publisher accepts no responsibility for any errors in advertisements prepared or approved by the advertiser. Any substantial errors that are the fault of the publisher will be subject to make-good in future issues of the magazine or other RLA advertising channels. Publisher shall not be liable for any consequential damages of any kind if for some reason magazine (*Guide*) does not publish an ad or the ad is published delivery failure beyond its control.

Indemnity. Advertiser's materials are accepted and published upon the representation that the advertiser has the right to authorize publication of all contents of the advertisement and the representations made therein do not infringe on or damage any third party. Advertiser will indemnify and hold harmless Publisher from all claims and resulting damages, loss, and expense (*including reasonable attorneys fees*) arising from the publication of the advertiser's material. Claims include, but are not limited to, claims or suits for libel, violation of privacy, plagiarism, and copyright infringement.

Frequency Discounts. Frequency discounts are based on the number of ads placed in the magazine (*Guides*) within the year. Advertiser agrees that if the number of runs drops below the number required for the frequency discount, the publisher will adjust the rate of any remaining advertisements to reflect the higher advertising rate (*as specified on the Magazine advertising Web page*) and will bill the advertiser for the difference between the amount paid and the full rate for the number of ads previously run.

Payment Terms. Advertisers must pay for advertising in full before the issue goes to press unless otherwise contractually noted.

Scope of Agreement. These terms and conditions are the complete understanding between the parties concerning all matters contained herein, and any prior statements or representations are superseded by this agreement.

Advertisement Authorized by: _____ Company: _____

Signature: _____ Date: _____

By signing above, I acknowledge that I have read and agree to the Publisher's Conditions.