

# The Handy Bike Guide That Gets Used Throughout the Year!

With a growing demand for bike-friendly maps and fun places to travel the Bike/Hike Guide, (print and digital) is a cost-effective place to showcase your destination or product. Reserve your space today in both our annual print edition and in the new quarterly e-version. Each year we print and distribute 50,000 copies and with the e-Guide, we have increase our circulation ten-fold with more bookmarking it to their mobile devices.

Take advantage of the Early-Price Rate and enjoy the benefits as a HaveFunBiking media partner. Place your order before 9-02-2016 for a significant savings. Plus, your ad will be included in all version of the Guide in the two remaining e-editions this year and four issues in 2017. As we encourage more to find their next bike adventure, advertise with us and gain more results with the Bike/Hike Guide!



1/2 Page Vertical 2.1667" x 7.5"	1/8 Page 2.1667" x 1.875"
	1/6 Page Vertical 2.1667" x 2.565"
	1/3 Pg Vertical 2.1667" x 4.8125"

Half Page Horizontal 4.5" x 3.75"	
1/4 Page 2.1667" x 3.625"	1/16 Page Vertical 2.1667" x 1.065"

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"

## 2016 Rates for Ads in Guide

	Print Guide		Open	Digital (upon availability)		
	Print Only	Print/Digital (PD) (before 9-02-2016) (after 11-02-2016)		2X	3X	4X + 2
Listing	-	\$ 90	\$ 105	-	-	-
1/16 (logo block ad)	-	\$ 225	\$ 275	-	-	-
1/8	\$ 335	\$ 385	\$ 460	-	-	\$ 42
1/6	\$ 397	\$ 415	\$ 485	-	-	\$ 45
1/4	\$ 575	\$ 665	\$ 745	-	-	\$ 54
1/3	\$ 785	\$ 885	\$ 975	-	-	\$ 60
1/2	\$1,195	\$1,355	\$1,485	\$205	\$ 195	\$190
2/3	\$1,495	\$1,665	\$1,815	-	-	-
Full	\$1,985	\$2,145	\$2,385	\$170	\$150	\$130
F-Cover (inside)	-	\$3,825	\$3,940	-	-	-
B-Cover (inside)	-	\$3,825	\$3,940	-	-	-
Back Cover	-	\$4,125	\$4,365	-	-	-
2-Page	\$3,815	\$4,260	\$4,575	\$280	\$260	\$205
					\$205	\$195

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 e-Bike/HikeGuide for a full year. That is a \$110 value and your link will be complimentary. For advertising and prices at: [HaveFunBiking.com](http://HaveFunBiking.com) see page 2 or contact us below for more details.

All ads above should be Camera-Ready sent as an electronic PDF, EPS or J-Peg file. To qualify for the *Early-Rate* your ad(s) must be reserved by September 02, 2016 with camera ready artwork and payment in by October 1, 2016. Produced ads, for best quality should be sent via e-mail in a 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: [petermay5291@earthlink.net](mailto:petermay5291@earthlink.net) or (952) 200-4939 for a quote on all your graphic design needs.

**For More Information Contact** [russ@HaveFunBiking.com](mailto:russ@HaveFunBiking.com) or 612-723-4511



## 2017 BIKE/HIKE, WEB and e-MAG PLACEMENT FORM

(PLEASE PRINT)

Company Branding/Marketing Name: \_\_\_\_\_

Parent Company if different from above: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_ Fax: ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_

Best e-mail address to contact you at: (if different from published) \_\_\_\_\_

Web Address to link your ad/listing: \_\_\_\_\_

### 1) The 2017 Bike/Hike Event & Resource Guide (print/digital)

*Please see rate sheet, page 1 for further details:* (Print closing 1/05/2017 – Distribution starts end of March, 2017)

Ad Size selected \_\_\_\_\_ Other Details \_\_\_\_\_ Ad Rate Selected \$ \_\_\_\_\_

*Please send ad copy electronically to [russ@HaveFunBiking.com](mailto:russ@HaveFunBiking.com)*

Bike/Hike Guide print listing, with web link in the electronic version (\$90 by 9-2-2016, after that \$105 per link) \$ \_\_\_\_\_

### 2) HaveFunBiking Website Marketing Opportunities

Front Page Right Column Ad Position: (ads randomly rotate) throughout 2017 at: \$575 \$ \_\_\_\_\_

*All front page ads (300 x 280 pixel size) purchased will be linked to your site. Per month \$65, upon availability.*

Front Page Ad (as above) and Monthly Banner Ad in 12 Articles throughout 2017 both at: \$1,175 \$ \_\_\_\_\_

*All Banner ads (620 x 90 pixel size) purchased will be linked to your site, ) \$95 by the month, upon availability.*

Banner Ad in 12 Articles throughout 2017 at: \$875 \$ \_\_\_\_\_

Map Icon, w/link on web Destinations Maps throughout 2017 \$75 with additional locations \$45 each \$ \_\_\_\_\_

### 3) HaveFunBiking e-Magazine Marketing Opportunities (reach over 30,000 bicyclists two (2) times each month)

*Rates for E-Magazine Column Ads (110 x 120 pixels size)*

(please circle)

(Per Month)

(Total)

1-Month

\$ 110

3-Months

\$ 280

6-Months

\$ 450

12-Months

\$ 789

\$ \_\_\_\_\_

(please specify below)

1-Month \_\_\_\_\_ 3- Months \_\_\_\_\_ - \_\_\_\_\_ 6-Months \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

*Months to run*

Total Order \$ \_\_\_\_\_

**To Advertise Please Send This Form with Payment to:**

HaveFunBiking.com, 1321 East 66th Street, Minneapolis, MN 55423

or

E-mail to Russ at: [russ@HaveFunBiking.com](mailto:russ@HaveFunBiking.com)

Visa or Mastercard only

Name on Card \_\_\_\_\_

Is address above same as billing on card?  
If not please provide.

C.C. Number \_\_\_\_\_

3-didget code on back \_\_\_\_\_

Expiration Date: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

\* Please Note: all Visa and Master Card credit cards will be processed through our HaveFunTours bank account