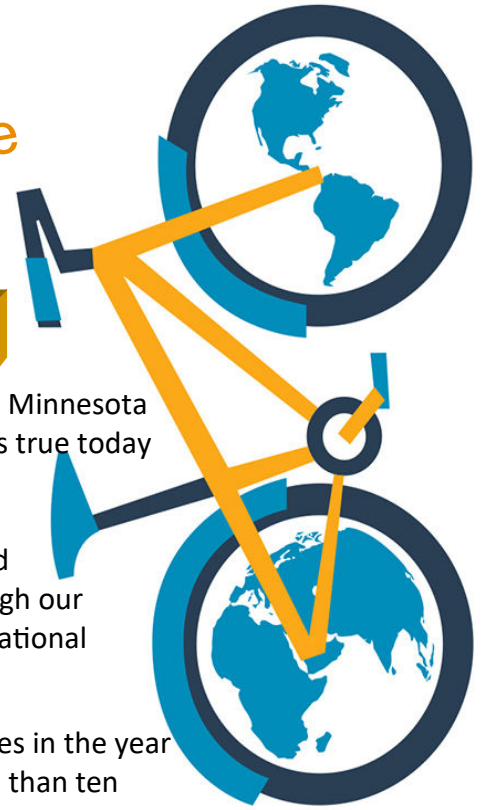




Helping More Find The . . .

#NextBikeAdventure



## A Bike Travel Media Network

The HaveFunBiking (HFB) publishing network was originally created to help Minnesota cyclists access the latest information on where to bike. That vision still holds true today as we expand the bicycling opportunities world wide. As HFB continues to provide the latest information on must-visit bike destinations to explore, listings of fun of fun events, helpful tips and the latest products. All featured in our blog, e-Magazine, in both the print and digital publications and through our many social media campaigns. Content that is interesting to both the recreational and seasoned cyclist.

Collectively, our current HFB media will rival the biggest consumer magazines in the year ahead. With several recent partnerships in place we will be in front of more than ten million households in the U.S.A. with the media vehicles below:

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



HaveFunBiking's mission has been to provide the public with a better bicycle information source since 2006. At that time, as digital technology was developing, the HFB website continued to gather data so bicyclists had the most current information at their fingertips. Starting with a website, blog, events calendar and an e-database of roughly 5,000 subscribers, we ventured into publishing the *Minnesota Bike/Hike Guide*, in 2009. The focus was to showcase the bike friendly attributes of communities in the Midwest who have continued to work with us as loyal partners.

With the world of digital publishing taking shape, in 2017 the guide was downloaded over 150,000 times. This was due to several social media campaigns that has helped to expand our e-subscriber base to over 35,000 readers. This is in addition to the annual 50,000 print copies we distribute for the summer cycling season. With growing reader popularity, trustworthy content and access to more than ten-million active households our circulation will continue to expand throughout 2018. Please consider becoming and advertising partner as we expand the HaveFunBiking.com media into several states.

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

Having just completed our eighth year printing the Bike/Hike Guide, we have recently embark on the inaugural edition of our HaveFunBiking National Guide. Using our existing multi-media footprint this new digital guide will be offered to our growing readership for more stay active bike options.

## 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 Can Include 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!

### Marketing opportunities on the HaveFunBiking website

#### Front Page Right Column Ad Position

- Your branding message in front of thousands of readers who click onto our homepage each day
- Ads stacked (6) high and randomly rotate throughout 2018, as our home 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: 900 x 900 pixel size in a jpeg format only. |
| 6        | \$265          | NOTE: ads may be changed periodically, but each        |
| 9        | \$235          | design must be displayed for a minimum of one month.   |
| 12       | \$200          |  |

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 through our eMag
- Banner ads will be guaranteed positioning in a minimum of two (2) new articles each month of duration purchased  
*\* Please not: Normally only one, however no more than two banner ads will ever 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        | \$265          | File Type: 900 wide x 120 deep pixel size in a j-peg format only |
| 6        | \$235          | NOTE: ads may be changed periodically, but each                  |
| 9        | \$205          | design must be displayed for a minimum of one month in articles. |
| 12       | \$175          |  |

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

#### HaveFunBiking e-Mag Banner Ads

- E-Mag/newsletter are published with only two banner positions available per week, currently we reach 35,000 plus subscribers and multiply with our new multi media reach in thirteen states
- 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.

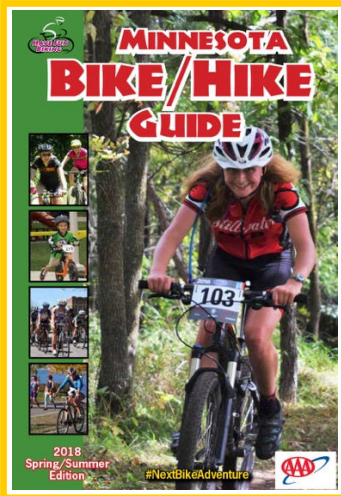
| Duration | Cost per month |  |
|----------|----------------|--|
| 3        | \$285          | File Type: 900 x 140 pixel size in a j-peg format only         |
| 6        | \$275          | NOTE: ads may be changed periodically, but each design must be |
| 9        | \$225          | displayed for a minimum of one month in articles.              |
| 12       | \$195          |  |

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

# 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 in its first year went out to over 150,000 mobile devices and desk tops. This coming year, with a new partnership in place,

that will put our media vehicles in front of over ten million active households in 11-states our numbers will continue to multiply ten-fold. As we continue to encourage more to find their next adventure, advertise with us in all our *HaveFunBiking.com* guides and the other social media opportunities we have listed above to gain a bigger share of the recreational bike market.



**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 1-26-2018) | (after 1-26-2018)   | 1X     | 2X                                       | 3X     | 4X      |
|-----------------------------------|--------------------|---------------------|--------|--|--------|---------|
| Listing                           | \$ 105             | \$ 115              | -      | -  | -      | -       |
| 1/16 (logo block ad)              | \$ 195             | \$ 245              | -      | -  | -      | -       |
| 1/8                               | \$ 315             | \$ 390              | -      | -  | -      | -       |
| 1/6                               | \$ 425             | \$ 510              | -      | -  | -      | -       |
| 1/4                               | \$ 665             | \$ 745              | -      | -  | -      | \$ 125  |
| 1/3                               | \$ 885             | \$ 975              | -      | -  | -      | \$ 165  |
| 1/2                               | \$1,255            | \$1,385             | \$ 280 | \$ 260                                   | \$ 195 | \$ 135  |
| 2/3                               | \$1,665            | \$1,715             | -      | -  | -      | -       |
| Full                              | \$2,145            | \$2,385             | \$ 460 | \$ 410                                   | \$ 310 | \$ 210  |
| Full Page - Prime Print/Digital 1 |                    | \$2,455             |        | (page 3 positioning in all 2018 edition) |        | \$1,400 |
| Full Page - Prime Print/Digital 2 |                    | \$2,545             |        | (page 5 positioning in all 2018 edition) |        | \$1,200 |
| Full Page - Prime Print/Digital 3 |                    | \$2,645             |        | (page 6 positioning in all 2018 edition) |        | \$1,200 |
| F-Cover (inside)                  | \$3,825            | <b>Sold</b> \$3,940 |        | (page 1 positioning in 2018 edition)     |        |         |
| Cover (back inside)               | \$3,825            | \$3,940             |        | (page 4 positioning in 2018 edition)     |        |         |
| Back Cover                        | \$4,125            | \$4,365             |        | (page 2 positioning in 2018 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 February 15, 2018 with camera ready artwork and payment in by February 23, 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.

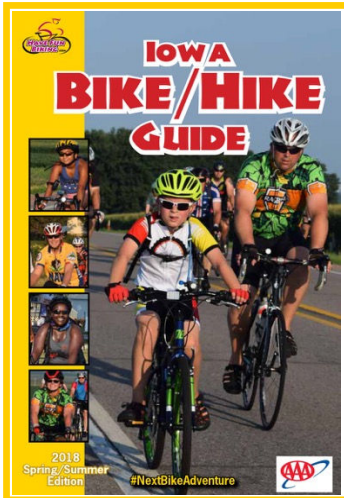
If you need graphic design assistance for an ad placement, please contact Pete May at: [pmay812@gmail.com](mailto:pmay812@gmail.com) or 952-200-4939 for a quote on all your graphic design needs.

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

# The Handy Iowa Bike Guide That Every Bike Adventure Needs!

With a growing demand for bike-friendly maps and fun places to travel, the *Iowa Bike/Hike Guide* (print & digital) is a cost-effective place to showcase your destination or product. Reserve your space today, 50,000 copies of the guide will be printed and distributed starting 1-29-2018, at the Iowa Bike Expo. In the first year, the Iowa Guide will be viewed by over 300,000 cell phones and desktops.

Take advantage of both our print and digital media platforms. This coming year we are expanding our print and digital reach into Iowa and several other out-of-state markets. As we encourage more to find their next bike adventure, advertise with us in the *IA Guide*, at *HaveFunBiking.com* and the other social media opportunities we have listed .



**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"

**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 1-5-2018) | (after 1-5-2018)    | 1X     | 2X                                       | 3X     | 4X      |  |
| Listing                           | \$ 105            | \$ 115              | -      | -  | -      | -       |  |
| 1/16 (logo block ad)              | \$ 195            | \$ 245              | -      | -  | -      | -       |  |
| 1/8                               | \$ 315            | \$ 390              | -      | -  | -      | -       |  |
| 1/6                               | \$ 425            | \$ 510              | -      | -  | -      | -       |  |
| 1/4                               | \$ 665            | \$ 745              | -      | -  | -      | \$ 125  |  |
| 1/3                               | \$ 885            | \$ 975              | -      | -  | -      | \$ 165  |  |
| 1/2                               | \$1,255           | \$1,385             | \$ 280 | \$ 260                                   | \$ 195 | \$ 135  |  |
| 2/3                               | \$1,665           | \$1,715             | -      | -  | -      | -       |  |
| Full                              | \$2,145           | \$2,385             | \$ 460 | \$ 410                                   | \$ 310 | \$ 210  |  |
| 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           | <b>Sold</b> \$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 5, 2018 with camera ready artwork and payment in by January 8, 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](mailto:pmay812@gmail.com) 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



# A Worldwide HaveFunBiking Guide That Every Bike Adventure Wants!

Working with several key sponsors the new digital "Have Fun Biking" Guide has a reach of over 10 million active households across the United States. As the demand for more fun places to travel with a bike expands we are taking our *Bike/Hike Guide* footprint to the next level. Adding more helpful tips and a wish list of new products both the novice and recreational cyclist wants.

As a bi-monthly guide, reserve your space today as we work with destinations to help them showcase their bike friendly attributes with helpful riding and maintenance tips. Like our state bike/hike guides we will digitally produce this new publication for mobile devices and desktops along with a series of social media campaigns and partnerships to reach millions of active households.



**2/3 Page Horizontal**  
4.5" x 6.6"

**1/3 Page Horizontal**  
4.5" x 3.87"

**1/4 Page Horizontal**  
4.5" x 2.42"

## Advertising Sizes

**Half Page Horizontal**  
4.5" x 5"

**Standard Full Page**  
4.5" x 10"  
(no bleed)

**Back Cover or Inside Cover Pages**  
5.25" x 10.75"  
(plus 1/8" for bleed permitted)

## 2017– 2018 Have Fun Biking Guide

### Digital Rates

|                     | <b>1X</b><br>(Fall/Winter 2017 Issue) | <b>6X</b><br>(Includes Spring/Summer 2018 Issues) |                                       |
|---------------------|---------------------------------------|---|---------------------------------------|
| Listing             | \$ 145                                | \$ 105  |                                       |
| 1/16                | -                                     | -   |                                       |
| 1/8                 | -                                     | -   |                                       |
| 1/6                 | \$ -                                  | -   |                                       |
| 1/4                 | \$ 395                                | \$ 305  |                                       |
| 1/3                 | \$ 485                                | \$ 390  |                                       |
| 1/2                 | \$ 595                                | \$ 465  |                                       |
| 2/3                 | \$ 875                                | \$ 675  |                                       |
| Full                | \$ 995                                | \$ 795  |                                       |
| Full Page -         | \$1,325                               | \$1,125   | (page 6 positioning)                  |
| Full Page -         | \$1,285                               | \$1,145   | (page 5 positioning)                  |
| Full Page -         | \$1,295                               | \$1,165   | (page 4 positioning)                  |
| F-Cover (inside)    | -                                     | \$1,685   | (page 1 positioning)                  |
| Cover (back inside) | -                                     | \$1,775   | (Two spots - also page 3 positioning) |
| Back Cover          | -                                     | \$1,865   | (Two spots -also page 2 positioning)  |

**Branding and Linking Opportunities As More People Discover Their**

**#NextBikeAdventure**

With your ad placement above, gain additional exposure with your link in the digital national guide throughout the issues in 2018. Our 6x rate gives you added savings. For advertising prices on: [HaveFunBiking.com](http://HaveFunBiking.com) see page 2, or contact us below for more details. Purchases of our multi - rate can be billed and paid in two installments defined below.

All ads above should be camera-ready and sent as an electronic PDF, EPS or JPEG file. With the Winter issue date set for February, space must be reserved by January 22, 2018 with camera ready artwork and payment in by February 1, 2018. The Spring issue ads will be invoiced after January 1, and must be paid with 30 days to maintain your reserved spots.

For best quality ad 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 and make sure all elements are CMYK for all ads.

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



Helping More Find Their...

#NextBikeAdventure

# INSERTION ORDER

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

|                |   |                      |     |
|----------------|---|----------------------|-----|
| Advertiser     | Agency                                  | Insertion/P.O 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 below.

## 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 \$ \_\_\_\_\_
- Other Items \$ \_\_\_\_\_

## 2) The 2018 Have Fun Biking Publications (please circle) (print/digital) or (digital only)

- MN Bike/Hike Guide \_\_\_\_\_ Ad Size selected \_\_\_\_\_ Issue Charges \$ \_\_\_\_\_
- MN Bike/Hike Guide \_\_\_\_\_ Ad Size selected \_\_\_\_\_ Issue Charges \$ \_\_\_\_\_
- HaveFunBiking Guide \_\_\_\_\_ Ad Size selected \_\_\_\_\_ Issue 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](http://havefunbiking.com)).

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.**