



## 2018 Community Tourism Partnership Opportunities

As bike tourism continues to increase, HaveFunBiking.com (HFB) is expanding our reach by adding a national bike guide in a new partnership with AAA Roadside Service. This new partnership will us to get in front of over nine million active households in eleven states through 2018. Along with Minnesota, the other states include: Iowa, Nebraska, North Dakota, Wisconsin, Michigan, Illinois, Indiana, Tennessee Georgia and Florida. Along with this new Have Fun Biking digital media vehicle, we are also stepping forward to produce a Bike/Hike Guide for Iowa, similar to the popular [Minnesota](#) edition.

Our schedule starts in November with the new National Bike Guide featuring travel articles, how-to bike tips and a holiday section showcasing [fun bicycle products](#). Following the National Bike Guide, we will start distributing the new Iowa Bike Guide in January at the Iowa Bike Expo. Then in March, distribution of the 2018 Minnesota Bike/Hike Guide will begin.

As a tourism organization, reserve your space early with one of the bundled package opportunities available below:

### Option I - The MN Bike/Hike Guide and Map Partner

Going into our ninth year of printing the MN Guide, the majority are still being distributed to company employee groups, schools, government centers, medical centers, and tourism centers here in Minnesota. Now, adding the popularity of the digital version of the Guide our circulation in 2017 will be over 250,000 (*digital and print*) with over 67 percent of the guides being downloaded outside of Minnesota. With this new [AAA partnership](#), in 11-states we expect our numbers to continue to multiply in markets you would like to target. Help us show our expanding readership how Bike-Friendly your community is with one of the following map options in 2018:

- a. **Standard Map Partner** -Your map in both the print and digital Minnesota Bike/Hike Guide (*includes a map created or updated in MN Guide, a 1/6 page ad in the directory listing in the Minnesota, with a listing/link in the Iowa Guide, National guide and an At-Glance article in the destination section of @HFB.com*) **Cost \$2,300** (a \$3,015 value)
- b. **Map Partner with an Iowa Reach** -Your map in both the print and digital Minnesota Bike/Hike Guide (*includes a map created or updated MN Guide, a 1/6 page ad in MN and IA publications, a directory listing/link in the Minnesota, Iowa and National Guide, and an At-A-Glance article in the destination @HFB.com*). **Cost \$2,700** (a \$3,635 value)
- c. **Map Partner with Iowa and National Reach** - Your map in both the print and digital Minnesota Bike/Hike Guide (Plus, *includes a map created/updated in the MN Guide, a 1/6 page ad in MN, IA and National publication, a directory listing in the Minnesota, Iowa and National Guide, and a link and an At-A-Glance article in the destination @HFB.com*). **Cost \$3,100** (a \$4,135 value)
- d. **Digital Map Partner** - Your map/created and placed in the digital version of the guide throughout 2018, plus your 1/6 page (*ad included in the MN print guide, with a 3-line directory listing defined above*). **Cost \$1,100** (a \$1,915 value)
- e. **Directory Listing In Bike Guide** - Your 3-line directory listing defined above). **Cost per publication \$105** (a \$145 value)

### Option II - 2018 Bike Friendly Content Articles at HaveFunBiking.com

- a. **Content Development** (*articles/photos*) that you can use in your social media. We can create an active lifestyle story or a series of article and photos to fit into any campaign you are planning. ([See Twin Cities Gateway examples](#)). Please contact us for a consultation and quote.

**For More Options** For more advertising in the Guide, on HaveFunBiking.com or our e-Mag (Newsletter) see our HaveFunBiking.com [Rate Sheet and Order Form](#) here.

**Any Question Please Call Russ at 612-723-4511**