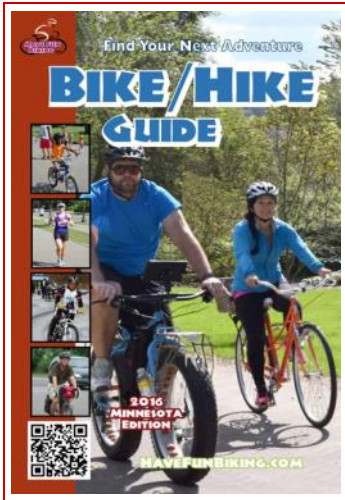


# The Handy Bike Guide That Gets Used Throughout the Year!

With a growing demand for more bike-friendly maps and events, the 2016 Bike/Hike Guide, (*print and digital*) is a cost-effective place to showcase your destination or product. Reserve your spot today in our annual print edition with 50,000 print copies distributed and the new quarterly e-version of the Guide that has increase our circulation ten-fold, with over half those book marking the e-Bike/Hike Guide to their mobile devices.

Take advantage of the Early-Price Rate below and enjoy the benefits as a HaveFunBiking media partner. By placing your advertising space before 1-14-2016, you will notice a significant savings. Plus, your ad will be included in all four e-version of the Bike/Hike Guide with a link at: [HaveFunBiking.com](http://HaveFunBiking.com), in 2016. As we encourage more to find their next bike adventure, advertise with us and gain more branding exposure!



**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"

**Half Page Horizontal**  
4.5" x 3.75"

**1/4 Page**  
2.1667" x 3.625"

**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"

## Rates for Ads in Guide B/W or Color Print

	Print Guide		Digital (upon availability)			
	Print Only	Print/Digital (PD) <small>(before 1-14-2016)</small> <small>(after 1-14-2016)</small>	Open	2X	3X	4X
Listing	-	\$ 90	-	-	-	-
1/16 (logo block ad)	\$ 235	\$ 235	-	-	-	-
1/8	\$ 335	\$ 385	-	-	-	\$ 42
1/6	\$ 397	\$ 425	-	-	-	\$ 45
1/4	\$ 595	\$ 645	-	-	-	\$ 54
1/3	\$ 785	\$ 935	-	-	-	\$ 60
1/2	\$1,195	\$1,255	\$105	\$ 95	\$ 90	\$ 84
2/3	\$1,695	\$1,765	-	-	-	-
Full	\$1,985	\$2,045	\$170	\$150	\$130	\$120
F-Cover	-	\$3,265	-	-	-	-
B-Cover	-	\$3,825	-	-	-	-
2-Page	\$3,815	\$4,260	\$280	\$260	\$205	\$195

\* Add \$350 to any of the above digitally related ad price for a 1 to 3 minutes video, provided by you.

**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 at our site at [www.HaveFunBiking.com](http://www.HaveFunBiking.com), for a full year. That is a \$95 value and your link on our website and/or event listings will be complimentary. For additional web column advertising and prices 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 January 14, 2016 with camera ready artwork and payment in by February 1, 2016. Produced ads, for best quality should be sent via e-mail, in a pdf or .eps formats and saved at 250 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 ppi 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 at: [editor@HaveFunBiking.com](mailto:editor@HaveFunBiking.com) or 612-723-4511**



## 2016 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 2016 Bike/Hike Event & Resource Guide

*Please see rate sheet, page 1 for further details: (Closing 2/1/2016 – Distribution starts in March, 2016)*

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

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

Bike/Hike Guide listing only, with web link in the electronic version (None-ad rate \$95 per link) \$ \_\_\_\_\_

### 2) HaveFunBiking Website Marketing Opportunities

Front Page Right Column Ad Position: (ads randomly rotate) throughout 2016 at: \$475 \$ \_\_\_\_\_

*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 2016 both at: \$875 \$ \_\_\_\_\_

*All Banner ads (620 x 90 pixel size) purchased will be linked to your site. ) Per month \$85 upon availability.*

Banner Ad in 12 Articles throughout 2016 both at: \$328 \$ \_\_\_\_\_

Map Icon, with link in Destinations Maps throughout 2016 \$75 with additional locations \$45 each \$ \_\_\_\_\_

*Months to run*

### 3) HaveFunBiking e-Magazine Marketing Opportunities

*Rates for E-Magazine Column Ads (110 x 120 pixels size) reach over 25,000 bicyclists 3 to 4 times each month*

(please circle)	(Per Month)	(Total)
1-Month	\$ 95	
3-Months	\$ 240	
6-Months	\$ 450	
12-Months	\$ 789	\$ _____

*(please specify below)*

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

**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: [editor@HaveFunBiking.com](mailto:editor@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 Lomarco bank account