

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 the Minnesota edition of the guide. Annually, we print and distribute 50,000 copies and now views of the e-version have tripled our circulation, with over 50,000 book marking the 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 12-18-2015, 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. As we encourage more to find their next bike adventure, advertise with us and gain more branding exposure!



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"

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 12-19-2015)</small>	Open	2X	3X	4X	
Listing	-	\$ 90	\$ 95	-	-	-	
1/16 (logo block ad)	\$ 335	\$ 235	\$ 265	-	-	-	
1/8	\$ 335	\$ 385	\$ 487	-	-	\$ 42	
1/6	\$ 397	\$ 425	\$ 557	-	-	\$ 45	
1/4	\$ 595	\$ 645	\$ 695	-	-	\$ 54	
1/3	\$ 785	\$ 935	\$ 965	\$170	\$ 65	\$ 63	\$ 60
1/2	\$1,195	\$1,255	\$1,385	\$235	\$ 89	\$ 87	\$ 84
2/3	\$1,695	\$1,765	\$1,815	-	-	-	-
Full	\$1,985	\$2,045	\$2,285	\$345	\$151	\$125	\$ 98
F-Cover	-	\$3,265	\$3,595	\$345	\$205	\$175	\$145
B-Cover	-	\$3,825	\$4,140	-	-	-	-
2-Page	\$3,815	\$4,260	\$4,575	\$315	\$190	\$155	\$ 92

*Add \$350 to any of the digital related ad price above 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, 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 before December 11, 2015 with camera ready artwork and payment in by January 20, 2015. 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 or (952) 200-4939 for a quote on all your graphic design needs.

For More Information Contact Anna at: Anna@HaveFunBiking.com or 847-287-8642



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 50,000 printed and over 50,000 electronically distributed
Please see rate sheet, page 1 for further details: (Closing 12/18/2015 – Distribution starts in February, 2016)

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

Please send ad copy electronically to 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 Anna@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