



The 2017 HaveFunBiking (HFB) Community Map Marketing Program

As bike tourism continues to expand the [Minnesota Bike/Hike Guide](#) (digital) is being downloaded more and more thanks to the growing popularity of [Facebook](#), Instagram and Twitter. Plus we are seeing more clicks to our link at [HaveFunBiking.com/Destinations](#) where our community map partners are highlighted.

As we continue to distribute the 50,000 popular print guides with maps, events and destinations in 2017, our quarterly e-version of the publication will continue to help us multiply our readership. Already this year, over 150,000 guides have been downloaded with links to our partners. To increase those numbers further, we invite you to be in our 2017 Community Map Program that includes a map in the guide, our social media marketing and content development in articles you can use.

Using the bicycle as a mode of transportation, please consider working with us in 2017 to reach more visitors, with one of the following tourism partner opportunities

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

Now going into our ninth year of printing the Guide the majority are still being distributed to company employee groups, schools, government, medical and tourism centers here in Minnesota. Now, adding the popularity of the digital version of the Guide our circulation is multiplying with interest around the world. Help us show our print and digital readers how Bike-Friendly your community is with one of the following options. To be in the 2017 Bike Guide as a community map/ad partner, consider one of four following:

1. Your map in both the print and digital guide (includes a map created/updated with your 1/6 page ad, a directory listing, with a link and an At-A-Glance article in the destination section of HaveFunBiking.com). **Cost \$2,300**
2. Your map included in the 50,000 printed Guides (includes a map in the print guide only, with a 1/6 page ad in the e-guide along with a 3-line digital directory listing in the guides city-by-city section). **Cost \$1,900**
3. Your map/created and placed in the digital version of the guide throughout 2017, plus your 1/6 page (ad included in the print guide, along with a 3-line directory listing defined above). **Cost \$1,000**
4. A map/ad in the digital version of the guide only (includes creating a community map and your 1/6 page ad for the e-guide, plus a 3-line directory listing in both the print and e- version). **Cost \$ 620**

Option II - 2017 Bike Friendly Articles at HaveFunBiking.com

1. Content Development (articles/photos) that you can use in your social media. We can create one 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.**)
2. At-A-Glance Articles: Here in these overview article will be created or updated for your community throughout 2017 in the Destination section at HFB. Along with this At-A-Glance piece a second article will be created that we can both use in our social media campaigns. These articles digitally accessible through mobile phones, notepads and PC's can help you promote your bike friendly attributes, without adding a special bike sub directory to your own website. **Cost \$ 325**

Option III - 1/6 Page Ad and Directory Listing option in the 2017 Bike/Hike Guide Ad – without a map

Place a 1/6 page ad in both the quarterly digital version and the print guide - Includes 3-line digital directory listing in the guide's city-by-city section in the print and digital issues of the 2017 Guide. **Cost \$ 415**

On 11-18-2016 options 4 and 5 listings go up, see rate sheet. Plus, you wont want to miss being in this coming e-winter issue Dec 1 (planned post)

Option IV - 1/16 Page Ad and Directory Listing option in the 2017 Bike/Hike Guide Ad

Place a 1/16 page ad in both the quarterly digital version and the print guide. Includes a 3-line digital directory listing in the guide's city-by-city section in the print and digital issues of the 2017 Guide. **Cost \$ 225** After 11-18-2016 Cost \$275

Option V - Directory Listing (only) in the 2017 Bike/Hike Guide

Guarantee's that your tourism bureau is included in the 2017 Bike/Hike Guide, with your web link in the listing section of both the digital and print guide's to promote your bike friendly attributes, with a 3-line listing. Cost \$ 90 After 11-18-2016 Cost \$105

More Options

For more options on advertising in the Guide, on HaveFunBiking.com or our e-Newsletter (e-Mag) see our regular [rate sheet](#) and order form at HaveFunBiking.com. As an added bonus for making a commitment before October 28th, we will make sure your info is in both our 2016 Winter e-Guides, along with all the 2017 editions. We can invoice you after January 1, 2017.

Please call or email me with any questions and let me know the states you would like to see us target and what components you would like to consider. This will help us firm up our drive and fly market campaign for 2017. Thanks!

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