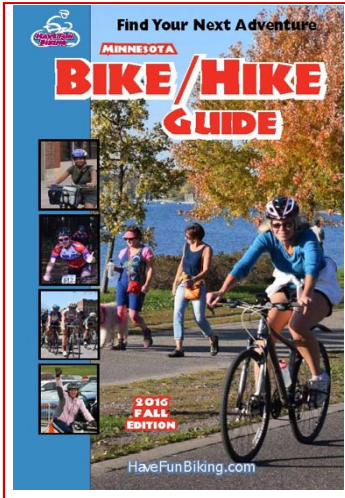


# The Handy Bike Guide That Every Bike Adventure Needs!

With a growing demand for bike-friendly maps and fun places to travel, the *Bike/Hike Guide* (print and digital) is a cost-effective place to showcase your destination or product. Reserve your space today in both our annual print edition and in the new quarterly digital issue. Each year we print and distribute 50,000 copies and with the e-Guide we have increase our circulation to over 150,000 mobile devices in 2016.

Take advantage of both our print and digital media platforms. This year we are expanding our digital reach to double the guide's circulation here in Minnesota and to several out-of-state markets. As we encourage more to find their next adventure, advertise with us in the *Bike/Hike Guide*, at [HaveFunBiking.com](http://HaveFunBiking.com), and several other social media opportunities we have listed on our order form on the next page.



**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"

**1/16 Page Vertical**  
2.1667" x 1.065"

**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"

## 2017 Rates for Ads in Guide

Print Guide			Digital (upon availability)			
Print Only	Print/Digital (PD) <small>(before 12-18-2016)</small>	Print/Digital (PD) <small>(after 12-18-2016)</small>	1X	2X	3X	4X
Listing	\$ 90	\$ 105	-	-	-	-
1/16 (logo block ad)	\$ 225	\$ 275	-	-	-	-
1/8	\$ 335	\$ 385	-	-	-	-
1/6	\$ 397	\$ 415	-	-	-	-
1/4	\$ 575	\$ 665	-	-	-	-
1/3	\$ 785	\$ 885	-	-	-	-
1/2	\$1,195	\$1,355	\$ 205	\$ 280	\$ 390	\$ 520
2/3	\$1,495	\$1,665	-	-	-	-
Full	\$1,985	\$2,145	\$ 600	\$ 500	\$ 720	\$ 880
F-Prime Digital 1		\$2,655				\$1,400
F-Prime Digital 1		\$2,285				\$1,200
F-Prime Digital 1		\$2,245				\$1,200
F-Cover (inside)	\$3,825	\$3,940				
Cover (back inside)	\$3,825	\$3,940				
Back Cover	\$4,125	\$4,365				
2-Page	\$3,815	\$4,260	\$ 800	\$ 900	\$1,200	\$1,500

**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](http://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 27, 2017 with camera ready artwork and payment in by February 1, 2017. Produced ads, for best quality 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.

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



# 2017 BIKE/HIKE, WEB and Digital-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 2017 Bike/Hike Event & Resource Guide (print/digital)

*Please see rate sheet, page 1 for further details: (Print closing 1/27/2017 – Distribution starts end of March, 2017)*

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

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

Bike/Hike Guide print listing, with web link in the electronic version (\$105 per link) \$ \_\_\_\_\_

### 2) HaveFunBiking Website Marketing Opportunities

Front Page Right Column Ad Position: (ads randomly rotate) throughout 2017 at: \$575 \$ \_\_\_\_\_

*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 2017 both at: \$1,175 \$ \_\_\_\_\_

*All Banner ads (620 x 90 pixel size) purchased will be linked to your site. ) \$95 by the month, upon availability.*

Banner Ad in 12 Articles throughout 2017 at: \$875 \$ \_\_\_\_\_

*All Banner ads (620 x 90 pixel size) purchased will be linked to your site. ) \$95 by the month, upon availability.*

Map Icon, w/link on web Destinations Maps throughout 2017 \$75 with additional locations \$45 each \$ \_\_\_\_\_

### 3) HaveFunBiking Digital Magazine Marketing Opportunities (reach over 30,000 bicyclists two (2) times each month)

*Rates for E-Magazine Column Ads (110 x 120 pixels size)*

	(please circle)	(Per Month)	(Total)
	1-Month	\$ 110	
	3-Months	\$ 280	
	6-Months	\$ 450	
	12-Months	\$ 789	\$ _____

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

*Months to run*

**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: [russ@HaveFunBiking.com](mailto:russ@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 HaveFunTours bank account