



## 2018 Gear Partnership Media Opportunities

As bike tourism continues to grow, [HaveFunBiking.com](http://HaveFunBiking.com) (HFB) is expanding its reach with a new partnership with AAA Auto Club that will allow us to reach over 10-million of their member households in 2018. To make a long range impact on this new audience and expand our readership further we have designed a new media vehicle that we would like you to be a part of to promote your product(s).

Similar to our popular [Minnesota Guide](#), and new Iowa Bike Guide, our National e-publication, the “Have Fun Biking Guide” will initially target the following states: Iowa, Minnesota, Nebraska, North Dakota, Wisconsin, Michigan, Illinois, Indiana, Tennessee Georgia and Florida. The content of this new e-Guide will offer the recreational cyclists user case ideas for: fun bike destinations to explore, helpful tip pages where your web link can be embedded and holiday wish list, in a storyboard format that can include your [fun bicycle product](#) description(s) and link(s) in this new biking guide.

Our schedule begins with the new HFB Guide ready to post before the holidays, in mid-November. Then, early in January, March and May, updated versions of this national e-publication will be circulated again to the same 10 million households with more user case experiences. Plus, we will be adding a series of social media and GEO Fencing campaigns to further extend our reach and expose more riders to your products.

If your company is interested in reaching and staying in front of more recreational or novice cyclists, consider one of our bundled package opportunities available below:

### Become a HFB Media Product Partner

Going into our ninth year of printing the MN Guide and the popularity we are seeing with its digital companion that has quadrupled our readership to date, join us. Now, with the [AAA partnership](#) we expect our readership to continue to expand into markets you may want to target. Help us show our expanding readership some of your great products with one of the following options.

- a. **National Digital/Print Products Partner** (Includes 7 ads, product descriptions w/links and product review of 2-items)
- Five full page digital branding ads, w/ links, will be place in HFB Guide, two in front section *(a \$18,130 value)*
  - A full page digital ad in both the Minnesota and Iowa quarterly e-Guides in 2018 *(a \$1,640 value)*
  - A full page print ad in both the Minnesota and Iowa Guides in 2018 *(a \$4,770 value)*
  - Three product mentions w/links in one of our Helpful Tip articles tied to a SM campaign in 2018 *(a \$1.180 value)*
  - Five brief description, w/links, will be incorporated into one of the wish-list storyboards articles in the HFB Guide that will reach out to over 10-million households in the November 2017 post and then the January, March and May posts in 2018 *(a \$3,800 value)*
  - A product review of two items that you want to promote on the HFB Blog that will also be used as content in one of our social media and/or GEO Fencing campaigns. *(a \$2,440 value)*
  - A front page right column ad on [HaveFunBiking.com](http://HaveFunBiking.com) throughout 2018 *(a \$2,840 value)*

**Your Cost \$19,995**

- b. **Multi-Digital/Print Products Partner** (Includes 5 ads, product descriptions w/links and product review of 2-items)
- Three full page digital branding ads, w/ links, will be place in HFB Guide, one in front section *(a \$10,860 value)*
  - A full page digital ad in both the Minnesota and Iowa quarterly e-Guides in 2018 *(a \$1,640 value)*
  - A full page print ad in both the Minnesota and Iowa Guides in 2018 *(a \$4,770 value)*
  - Two product mentions w/links in two of our Helpful Tip articles tied to a SM campaign in 2018 *(a \$1,520 value)*
  - Two brief description, w/links, will be incorporated into one of the wish-list storyboards articles in the HFB Guide that will reach out to over 10-million households in the November 2017 post and then the January, March and May posts in 2018 *(a \$1,520 value)*
  - A product review of Three items that you want to promote on the HFB Blog that will also be used as content in one of our social media and/or GEO Fencing campaigns. *(a \$3,660 value)*
  - A front page right column ad on [HaveFunBiking.com](http://HaveFunBiking.com) throughout 2018 *(a \$2,840 value)*

**Your Cost \$9,980**

- c. **Multi-Digital Products Partner** (Includes 4 ads, product descriptions w/links and product review of 2-items)
- Two full page digital branding ads, w/ links, will be place in HFB Guide, one in front section (a \$7,240 value)
  - A full page digital ad in both the MN and IA quarterly e-Guides in 2018 (a \$1,640 value)
  - A product mention and link in one of our Helpful Tip articles tied to a SM campaign in 2018 (a \$760 value)
  - Two brief descriptions, w/links, will be incorporated into one of the wish-list storyboards articles in the HFB Guide that will reach out to over 10-million households in the November 2017 post and then the January, March and May posts in 2018 (a \$1,520 value)
  - A product review of two items that you want to promote on the HFB Blog that will also be used as content in one of our social media and/or GEO Fencing campaigns. (a \$2,440 value)
  - A front page right column ad on [HaveFunBiking.com](http://HaveFunBiking.com) throughout 2018 (a \$2,840 value)

**Your Cost \$6,920**

- d. **Digital Product Sponsor** (Includes an ad, product description with link and product review of an item)
- One full page digital branding ad, with link, will be place in the front section of the guide (a \$3,620 value)
  - A brief description, with your link, will be incorporated into one of the wish-list storyboards articles in the HFB Guide that will reach out to over 10-million households in the November 2017 post and then the January, March and May posts in 2018 (a \$760 value)
  - A product review of that item you want to promote on the HFB Blog that will also be used as user case content in one of our social media and/or GEO Fencing campaigns. (a \$1,220 value)

**Your Cost \$2,800**

- e. **Added Advantage Geo Product Review**
- Along with your complimentary review, one item you want to promote will be incorporated into the HFB National Guide that will reach out to over 10-million households. Additionally, your product will be used in a user case story, in one of our social media or GEO Fencing campaigns in 2018. (a \$1,980 value)

**Your Cost \$1,520**

- f. **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 a Cascade of Kid's Bikes and Accessories](#), as an user case example). Please contact us for a consultation and quote.

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

**Any Question Please Call [John](#) at 215-680-6628**