



2018 Iowa Community Tourism Partnership Opportunities

As bike tourism continues to increase, HaveFunBiking.com (HFB) is expanding its reach by adding a national bike guide that will touch over ten million active households in eleven states through 2018. Including Iowa, the other states include Minnesota, Nebraska, North Dakota, Wisconsin, Michigan, Illinois, Indiana, Tennessee, Georgia and Florida. Along with this new digital media vehicle, we are also stepping forward to produce a Iowa Bike/Hike Guide, similar to the popular [Minnesota Edition](#).

Our schedule starts with the new national guide with feature travel articles, how-to bike tips and a holiday section showcasing [fun bicycle products](#) to premier this November. In January, we will start distributing the new Iowa Bike Guide at the Iowa Bike Expo. Then with the completion of our 2018 edition of the Minnesota Bike/Hike Guide, distribution will begin late in March as in past years.

As a tourism organization, reserve your space early with one of the bundled package opportunities available below:

Option I – Become a Iowa or Minnesota Bike/Hike Guide Map Partner

Going into our ninth year of printing the MN Guide the majority are still being distributed to company employee groups, schools, government centers, medical and tourism centers in Minnesota. With the popularity of the digital version of the Guide our circulation in 2017 will be over 250,000 (*digital and print*) and over 67 percent of the guides being downloaded outside of Minnesota. Now, with the new [AAA partnership](#), in 11-states we expect our numbers to continue to multiply in markets you may want to target. Help us show our expanding readership how bike-friendly your community is with one of the following map options in 2018:

- a. **Standard Map Partner** -Your map in both the print and digital Iowa Bike/Hike Guide (*includes a map created in the guide, a 1/6 page ad in the directory listing section of the state guide you choose, listing/link in both IA and MN guide, our National guide and an At-Glance article in the destination section of @HFB.com*) **Cost \$2,300** (a \$4,015 value)
- b. **Map Partner with a Minnesota Reach** -Your map in both the print and digital Iowa Bike/Hike Guide (*includes a map created in the guide, a 1/6 page ad in both IA and MN publications, a directory listing/link in the Minnesota, Iowa and National Guide, and an At-A-Glance article in the destination section @HFB.com*). **Cost \$2,700** (a \$4,635 value)
- c. **Map Partner with Iowa and National Reach** - Your map in both the print and digital Iowa Bike/Hike Guide (*includes a map created in the guide, a 1/6 page ad in IA, MN and National publication, a directory listing/link in all three (3) guides and an At-A-Glance article in the destination section @HFB.com*). **Cost \$3,100** (a \$5,135 value)
- d. **Digital Map Partner** - Your map/created and placed in the digital version of the guide throughout 2018, plus your 1/6 page (*ad included in the IA print guide, with a 3-line directory listing defined above*). **Cost \$1,100** (a \$2,915 value)
- e. **Directory Listing In Bike Guide** - Your 3-line directory listing defined above). **Cost per publication \$105** (a \$145 value)

Option II - 2018 Bike Friendly Content Articles and Photos from HaveFunBiking.com

- a. **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 Twin Cities Gateway examples](#)). Please contact us for a consultation and quote.

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

Any Question Please Call [Russ](#) at 612-723-4511