



2019 IA and MN Bike/Hike Guide Map Partnership Opportunities

With both the [Iowa](#) and [Minnesota](#) Bike/Hike Guides continuing to gain in popularity, as of July 31st all 50,000 print guides of both editions are out and over 200,000 viewers have looked at the Guide on-line. That's a 28% increase from last year for the Minnesota edition. With more social media campaigns scheduled we will exceed the 158,000 downloads from last year. Now going into our 10th year of producing the Bike/Hike Guides our rates will go up slightly in mid-September due to an increase in printing. However, you can save by placing your 2019 map order before September 15th and enjoy the same price as this year. After that date prices will go up about a \$150. Another way to save is to considering a banner page that would be placed on the following page after your community map.

The new HFB banner-page format could help offset your map costs

Many of our readers have been asking us if we could include attractions, food and lodging venues, etc. on the maps and show their location. To do this in a uniformed manner, throughout the bike guide we have created a [banner page layout](#) that will hold up to 12 or 18 of your stake-holders per page. Your wholesale cost as a community map partner for this banner page is \$1,600 (*a \$2,375 value*) and is reflected in the prices below. Include this banner page as a benefit to your local partners or charge each of them X-amount to help cover your map costs. Those venues who participate on the new banner page will also have a live link in the digital version of the guide and a listing/link in your community At-Glance Article we have at HaveFunBiking.com.

Run your ad from the map, in the other states bike guide

Another opportunity this year is to run your ad, a 1/6 page size from your map in the other states Bike/Hike Guide. Both guides in 2019 will have a print circulation of 50,000 copies with the digital edition of each state seeing over 250,000 downloads. As a Community Map Partner your 1/6 page ad on your map could run in the other state guide for \$350. (*a \$535 value*)

Community Map Partner opportunities for 2019

- a. **Print/Digital Map Partner** -Your map in both the print and digital Bike/Hike Guide of your state (*includes a map created in the guide with your logo or 1/6 page ad; a 3-line listing in the directory section w/link in both the MN and IA guides; and an At-Glance article in the destination section @HFB.com*) **Map partner price \$2,400** (*a \$4,015 value*)
- b. **Map Partner with border state reach** – This option includes the above description in a. above, plus allows your 1/6 page ad on the map to be placed in the other state guide (print and digital) **Map partner price \$2,750** (*a \$4,635 value*)
- c. **Map partner with accompanying banner page** – This option also includes the description in a. above, plus gives you an additional page, following your map, to provide or sell your community stakeholders (*attractions, food, lodging, etc.*) a [banner position](#) in the guide w/ number locator on the map. **Map partner price \$3,900** (*a \$7,010 value*)
Add a 2nd banner page \$1,400 (*a \$9,585 value*)
Add a 1/6 pg ad in other state \$ 350 (*a \$10,120 value*)
- d. **Digital Map Partner** - Your map placed in the digital version of the MN guide throughout 2019, *along with a 3-line directory listing in both the print and digital version above.* **Map price \$ 850** (*a \$1,400 value*)
Add a 1/6 pg print ad in either state \$ 350 (*a \$1,750 value*)
- e. **Print/Digital Listing In Bike Guide** - Your 3-line directory listing defined above. **Per guide \$ 115** (*a \$145 value*)

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

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

See our HaveFunBiking.com [Rate Sheet and Order Form here](#).

Any question please call [Russ](#) at 612-723-4511