



## 2019 MN Bike/Hike Guide Community Map Partnership Opportunities

With the success of this year's [Minnesota Bike/Hike Guide](#), we are excited to produce the 10<sup>th</sup> annual edition with more digital benefits for you, our Community Map Partner. As the guide continues to grow in popularity we want to continue to encourage more visitors to your area and show them how easy it is to get around using a bicycle as a mode of transportation, with the following:

- The print guide will be ready for distribution in March with 50,000 **copies** print and distributed. As in past years, our distribution includes corporate employee groups, schools, government, medical and tourism centers and to several events including RAGBRIA (*ride across Iowa*)
- For visitors on the go this year's e-guide will also include **banner pages** after each map with information on 12 to 18 business or attractions in your area (*each space will have room to include their address, phone, website –maybe a logo?*) then numbered to correlate with their location on your community map
- And finally, with a more aggressive digital campaign, our goal is to increase the 300,000 **e-guides** downloaded this year to over a half million in 2019, with your community information and web links.

### Community Map Partner Opportunities for 2019

*(Please lock in your map before November 1<sup>st</sup>. Printing prices will increase by \$150 due to paper costs.)*

- a. **Print/Digital Map Partner** - Your map in both the print and digital format of the MN Bike/Hike Guide (*includes a map created or updated in the guide with your logo or 1/6 page ad; an At-Glance article covering your destination for our blog and your use in social media; and an [e-banner page layout](#) in the digital guide for your attractions and stakeholders*)

**Map partner price \$2,400** (a \$5,015 value)

- b. **Map partner with accompanying banner page in both the print and digital guide** - This option includes the description in a. above, plus the [banner page](#) will follow your map in the print version of the guide to provide a place for your community stakeholders (*attractions, food, lodging, etc.*) to be included in the guide with number locators on the map.

**Map partner w/printed banner page \$3,800** (a \$7,010 value)

**Add a 2<sup>nd</sup> print banner page \$1,400** (a \$9,585 value)

- c. **All Digital Map Partner** - Your map and banner page will be in the digital edition of the MN Bike/Hike Guide only (*includes a map created or updated in the guide with your logo or 1/6 page ad; a digital banner page in the e-Guide for your attractions and stakeholders; an At-Glance article covering your destination for our blog and your use in social media; and a banner slot ad, in d. below*)

**Map price \$1,250** (a \$2,435 value)

- d. **Banner Slot Ad In Bike Guide (Print/Digital)** – Your information (bureau name, address, phone, website link and logo) in a 2.30" x 1.2" ad in destination section of guide.

**Ad Price \$ 255** (a \$345 value)

### For More Options

See our HaveFunBiking.com [rate sheet and insertion order form here](#).

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