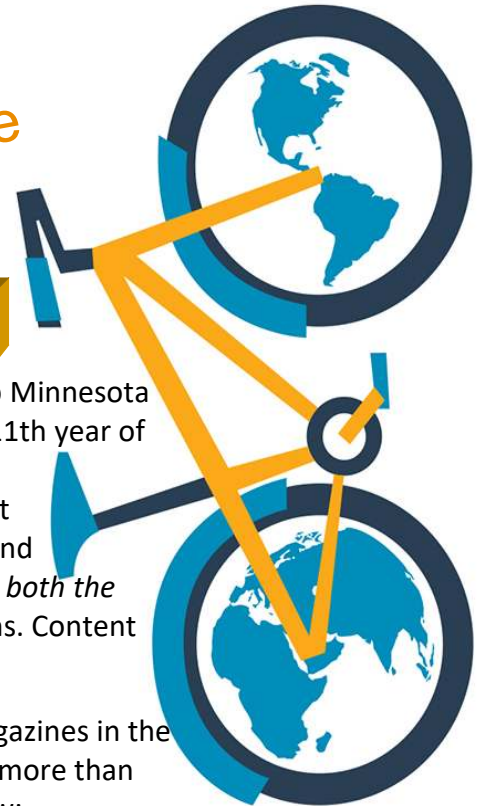




Helping More Find Their. . .

#NextBikeAdventure



A Bike Travel Media Network

The HaveFunBiking (HFB) publishing network was originally created to help Minnesota cyclists access the latest information on places to ride a bike. Now in our 11th year of publishing that vision still holds true today featuring many more bike/hike opportunities. As we enter a new year we will continue to provide the latest information on must-visit bike destinations, fun event listings, helpful tips and the latest products for more enjoyment. All featured in our blog, e-Mag (*in both the print and digital publications*) and through our many social media campaigns. Content that is interesting to both the recreational and seasoned cyclist.

Collectively, our current HFB media will rival the biggest bike consumer magazines in the year ahead. With several recent partnerships in place we will be in front of more than ten million households in the U.S.A. with the following media vehicles below:

HaveFunBiking.com: A legacy of making bike friendly information available



HaveFunBiking's mission has been to provide the public with the best bicycle resource since 2006. With digital technologies being incorporated alongside HFB's website we will continue to gather data and relay it so bicyclists have the most current information at their fingertips. It started with the website, blog, events calendar and an e-database of roughly 5,000 subscribers. In 2009 we ventured into printing the *Minnesota Bike/Hike Guide*. Today we also publish the *Iowa Bike/Hike Guide*, with the same focus as Minnesota to showcase the bike-friendly attributes of communities in the region.

Along with the 50,000 print copies distributed in each state, in 2018, over 240,000 MN Guides were downloaded. This is due, in part, to the rich content and bike-friendly maps we create, tied to a series of social media campaigns. This has also helped us expand our e-subscriber base to over 40,000 readers. With growing readership, trustworthy content, access to more than ten-million active households our circulation and a beefed up digital media campaign will continue to expand into 2019. Please consider becoming an advertising partner as we our media reach at HaveFunBiking.com

The Bike/Hike Guide makes the perfect media to expand your brand

With our handy print and digital guides kept and used throughout the year, we have the perfect media vehicle to get your sales or branding message out in front of more potential customers. While we expand our footprint to offer our growing readership more opportunities to receive your message.

HaveFunBiking Web Opportunities Online . . .

Expand your brand as we increase our coverage to more bike related tourism readers who are looking for: new places to ride and explore along with helpful tips on products to make their outings more enjoyable.

Online Features Can Include Links To:

- Video Instruction
- Event coverage
- Specially priced destination packages for our readers
- Specially priced equipment
- Bike shop and club directory
- Online contests, blogs, polls and much more!

Marketing opportunities on the HaveFunBiking website

Front Page Right Column Ad Position

- Your branding message in front of thousands of readers who click onto our homepage each day
- Ads stacked (6) high and randomly rotate throughout 2018-19, as our home page is refreshed
- Ads may be purchased for: 3 months, 6 months, 9 months and 12 months.

Duration	Cost per month	
3	\$295	File Type: 1080 x 1080 pixel size in a jpeg format only.
6	\$255	NOTE: ads may be changed periodically, but each
9	\$225	design must be displayed for a minimum of one month.
12	\$195	

All home page ads are billed at time of placement and due 15 days of invoice

Banner Ads In Blog Articles

- Gain extra branding exposure and link to your site in articles we publish
- Banner ads are randomly placed in articles on HaveFunBiking's blog and run through our eMag
- Banner ads will be guaranteed positioning in a minimum of two (2) new articles each month of duration purchased
** Please not: Normally only one, however no more than two banner ads will ever be placed in any article at any time.*
- Banner ads may be purchased for: 3 months, 6 months, 9 months and 12 months.

Duration	Cost per month	
3	\$245	File Type: 1080 wide x 120 deep pixel size in a j-peg format only
6	\$215	NOTE: ads may be changed periodically, but each
9	\$195	design must be displayed for a minimum of one month in articles.
12	\$175	

All banner ads are billed at time of placement and due 15 days of invoice

HaveFunBiking e-Mag Banner Ads

- E-Mag/newsletter are published with only three banner positions available per week, currently we reach 40,000 plus subscribers and multiply with our new multi media reach in thirteen states.
- Banner ads will be guaranteed positioning in a minimum of two (2) new articles each month of purchased duration
- Banner ads may be purchased for: 3 months, 6 months, 9 months and 12 months.

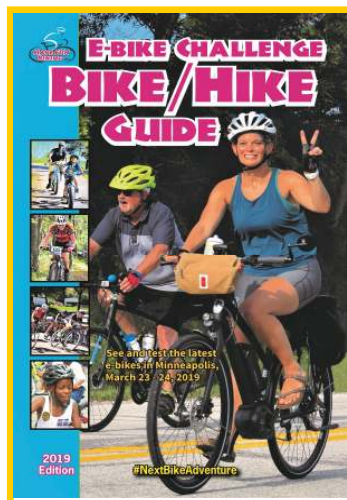
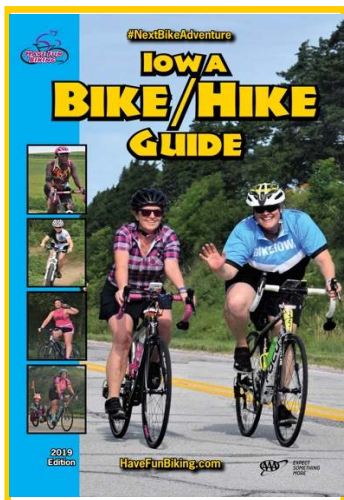
Duration	Cost per month	
3	\$255	File Type: 1080 x 140 pixel size in a j-peg format only
6	\$235	NOTE: ads may be changed periodically, but each design must be
9	\$215	displayed for a minimum of one month in articles.
12	\$195	

All banner ads are billed at time of placement and due 15 days of invoice

The handy Iowa Bike/Hike Guide that everyone wants!

As the popularity of the *Iowa Bike/Hike Guide* grows its circulation while offering bike-friendly maps of fun places to explore, bike events to participate in and helpful tips, showcase your attraction, destination or product in this cost-effective media. Reserve your space today. Each year we print and distribute 50,000 copies of the guide and expect to exceed the digital downloads from last year.

With a goal to double our e-guide circulation from 145,000 downloads, this past year, we are expanding our digital campaigns for 2020. Adding more things to do story content from your area and live links from our advertisers we are adding more advanced audience targeted campaigns, with geo-fencing and targeted emails. Partner with HFB in all our media opportunities.



1/16 Page Vertical 2.23" x 1.1"	1/4 Page Vertical 2.23" x 3.8"
1/8 Page Vertical 2.23" x 1.9"	
1/6 Page Vertical 2.23" x 2.625"	1/2 Page Vertical 2.23" x 7.625"
1/3 Pg Vertical 2.23" x 5.0"	

2/3 Page Horizontal 4.625" x 5.08"
1/2 Page Horizontal 4.625" x 3.8"
1/3 Page Horizontal 4.625" x 2.53"
1/4 Page Horizontal 4.625" x 1.9"
1/8 Page Horizontal 4.625" x 1.6"
1/6 Page Horizontal 4.625" x 1.2"

Rates for advertising in the 2020 Iowa Bike Guide

Print/Digital Guide

Digital 1X

	(before 11-25-2019)	(after 11-25-2019)	
1/16 (logo block ad)	\$ 285	\$ 255	
New Banner Page listing	\$ 300	\$ 325	
1/8	\$ 375	\$ 415	
1/6	\$ 485	\$ 535	
1/4	\$ 665	\$ 765	\$ 200
1/3	\$ 885	\$ 975	\$ 420
1/2	\$1,355	\$1,395	\$ 610
2/3	\$1,765	\$1,985	
Full	\$2,145	\$2,375	\$ 860
Full Page - Prime Print/Digital 1	(after inside cover) \$2,855		(page 4 positioning in 2020 e-edition) \$1,400
Full Page - Prime Print/Digital 2	(after inside cover) \$2,845		(page 5 positioning in 2020 e-edition) \$1,200
Full Page - Prime Print/Digital 3	(after inside cover) \$2,845		(page 6 positioning in 2020 e-edition) \$1,200
Front Cover (inside)	\$3,825	\$3,940	(page 1 positioning in 2020 edition)
Back Cover (inside)	\$3,825	\$3,940	(page 3 positioning in 2020 edition)
Back Cover -	\$4,125	\$4,365	(page 2 positioning in 2020 edition)

Standard Full Page
4.625" x 7.625"
(no bleed)

Back Cover or Inside Cover Pages Bleed (1/4")
5.2875" x 8.875"

Two New items Gain additional exposure with our Banner Page Listings, behind each map in the digital and print edition. Also new this year, place your ad by December 20, 2019 and we will also include your ad in the popular E-Bike Challenge Bike/Hike Guide - free. This Guide is a holiday bike primer that showcases fun places to explore while promoting the e-bike industry.

All ads above should be camera-ready and sent as an electronic PDF, EPS or JPEG file. Your must be reserved by December 20, 2018 with camera ready artwork and payment in before January 3, 2020. Produced ads, for best quality should be sent via e-mail in 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 or 952-200-4939 for a quote on all your graphic design needs.

For more information contact [Jenni](#) or call 402-616-2151



Helping More Find Their...

#NextBikeAdventure

INSERTION ORDER

HaveFunBiking Publications
1321 E 66th Street Suite 102 · Richfield, MN 55423
(612) 723-4511 · russ@HaveFunBiking.com

Advertiser	Agency	Insertion/P.O Number	
Representative	Email		
Address	City	State	Zip
Phone	Web link for your advertising insertion		

Customer agrees to purchase advertising in *HaveFunBiking* Publication with the following terms and rates as listed below.

1) HaveFunBiking Website Marketing Opportunities

- Front Page Right Column Ad Position at HaveFunBiking.com \$ _____
- Banner Ad in HaveFunBiking.com Blog Articles \$ _____
- HaveFunBiking e-Mag Banner Ads \$ _____
- Other Items \$ _____

2) The 2020 Have Fun Biking Publications (please circle) (print/digital) or (digital only)

- Ad in Iowa Bike/Hike Guide _____ Size selected _____ Issue Charges \$ _____
- Ad in MN Bike/Hike Guide _____ Size selected _____ Issue Charges \$ _____
- Community Map Partner in Bike/Hike Guide Pkg. _____ Issue Charges \$ _____

PUBLISHER'S CONDITIONS

Submission of Materials. Advertiser agrees to supply to publisher all elements of the advertising to be published, including electronic files and color proofs by the "Materials" deadline indicated at the HaveFunBiking.com Media Kit (havefunbiking.com).

Advertiser understands and agrees that any charges necessary to prepare or modify the advertisement to conform to the size or production specifications listed on the rate card will be added as additional charges to the advertiser.

Publisher's Discretion. Advertisers are permitted to advertise in the magazine (*Guide*) at the publisher's discretion and placement is granted at discretion; the publisher reserves the right to refuse or cancel any advertising for any reason at any time. Publisher reserves the right to place the word ADVERTISEMENT on any material the publisher believes to resemble or to be confusingly similar to the publication's editorial or article format.

Errors. Publisher accepts no responsibility for any errors in advertisements prepared or approved by the advertiser. Any substantial errors that are the fault of the publisher will be subject to make-good in future issues of the magazine or other RLA advertising channels. Publisher shall not be liable for any consequential damages of any kind if for some reason magazine (*Guide*) does not publish an ad or the ad is published delivery failure beyond its control.

Indemnity. Advertiser's materials are accepted and published upon the representation that the advertiser has the right to authorize publication of all contents of the advertisement and the representations made therein do not infringe on or damage any third party. Advertiser will indemnify and hold harmless Publisher from all claims and resulting damages, loss, and expense (*including reasonable attorneys fees*) arising from the publication of the advertiser's material. Claims include, but are not limited to, claims or suits for libel, violation of privacy, plagiarism, and copyright infringement.

Frequency Discounts. Frequency discounts are based on the number of ads placed in the magazine (*Guides*) within the year. Advertiser agrees that if the number of runs drops below the number required for the frequency discount, the publisher will adjust the rate of any remaining advertisements to reflect the higher advertising rate (*as specified on the Magazine advertising Web page*) and will bill the advertiser for the difference between the amount paid and the full rate for the number of ads previously run.

Payment Terms. Advertisers must pay for advertising in full before the issue goes to press unless otherwise contractually noted.

Scope of Agreement. These terms and conditions are the complete understanding between the parties concerning all matters contained herein, and any prior statements or representations are superseded by this agreement.

Advertisement Authorized by: _____ Company: _____
 Signature: _____ Date: _____

By signing above, I acknowledge that I have read and agree to the Publisher's Conditions.