



2020 Minnesota Bike/Hike Guide Community Map Partnership (CMP) Opportunities

With another successful Minnesota bike guide, we are excited to start working on the 2020 edition and bring more print and digital media exposure to our tourism organizations and community partners. As the popularity of the guide continues to expand with all the maps we want to continue to encourage more to visit your area and show them how easy it is to get around, using a bicycle as a mode of transportation, with the following:

- Each year we print 50,000 Minnesota bike guides. Distribution of the 2020 edition will begin in March, at the E-bike Expo in Minneapolis. Our print guides continue to be distributed, in quantities, to corporate employee groups, schools, government, medical, tourism centers, along with bike clubs and events including RAGBRAI (*bike ride across Iowa*). By May, all the handy pocket-guides printed have been shipped and are in use throughout the year
- In 2020, the circulation of our digital edition of the Minnesota bike guide will expand even further. Currently, as of 7-31-2019, we have enjoyed over 255,000 downloads, and the numbers keep growing.
- The digital version of the Minnesota bike guide will also include banner pages after each map with 12-slots for community information, attractions or businesses on a page. Each banner space will have room to include the address, phone, website, then numbered to correlate with their location on your community map. See an example [here](#). Print banner directory pages are also available, see below
- And finally, with a more aggressive digital campaign, our goal is to increase the e-guides downloaded to over a half million in 2020, with your community information and web links.

Minnesota Community Map Partner (CMP) Opportunities for 2020

(Please lock in your map before November 25th. 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-A-Glance article at HFB covering your destination on our blog and for your use in social media, and a CMP Banner page layout in the digital version of the guide for your attractions and stakeholders.

Map partner price \$2,450 (a \$5,015 value)

b. CMP with accompanying banner directory page in both the print and digital MN guide - This option allows 12-slots for area stakeholders to be on the banner page, following your map. In both the print and digital guide, it provides a place for your stakeholders (attractions, food, lodging, etc.) to be included in the guide with a number locator on the community map.

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

Add a 2nd print banner page \$1,500 (a \$9,585 value)

c. Digital Map Partner only - 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 \$1,350 (a \$2,435 value)

d. Banner page directory slot in Bike Guide (Print/Digital) – A community attraction or business's information (name, address, phone, weblink, and logo) in a 2.30" x 1.2" ad in destination section of the guide.

Ad Price \$ 300 (a \$385 value)

For More Options

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

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