



Helping More Find Their. . .

#NextBikeAdventure



A Bike Travel Media Network

The HaveFunBiking (HFB) publishing network was initially created to help cyclists access the latest information on places to ride a bike. Now in our 13th year of publishing, that vision still holds as we move into our and third year with the Iowa Bike Guide. As we prepare for 2020, we'll continue to provide the latest info on must-visit bike destinations, fun events, helpful tips, and the products for more enjoyment. With all the popular maps in the Guide (*both print and digital*) its promoted on our blog, e-Mag and many social media campaigns we use. Helping us to reach more active individual with content that is interesting to both the recreational and seasoned cyclist.

Collectively, our HFB media opportunities will rival the largest 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 continues to provide the public with the best bicycle resources since 2006. HFB began with a website, blog, events calendar and e-database of roughly 5,000 subscribers. In, 2009 we ventured into printing the *Minnesota Bike/Hike Guide*. With digital technologies being incorporated alongside HFB's website we continue to gather data and maps to provide bicyclists the most current information, at their fingertips. Today we are proud to publish the *Iowa Bike/Hike Guide*, with the same focus as Minnesota, showcasing the bike-friendly attributes of communities across the state.

Along with the 50,000 print copies distributed in each state, in 2018, over 140,000 Iowa Guides were downloaded. This was due in part to the rich content and bike-friendly maps we create each year tied to a series of social media campaigns to promote them. This combination has helped us expand our e-subscriber base to over 40,000 viewers. With a growing readership, trustworthy content, access to more than ten-million active households our circulation and a beefed-up digital media campaign will help us continue to expand into 2020. Please consider becoming an advertising partner with our media reach at HaveFunBiking.com

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

With the handy guides used throughout the year we have the perfect media vehicle to get your sales and branding message out in front of more potential customers. Please review the opportunities HFB has made available on the following pages:

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 Your:

- Video Instruction
- Event coverage
- Specially priced destination packages for our readers
- Specially priced equipment
- Bike shops and club directories
- 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 2019-2020, each time the home page is refreshed
- Ads may be purchased in intervals of 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 the 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 are guaranteed a position in a minimum of two (2) new articles each month for the duration purchased
* Please note: 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 in intervals of 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/newsletters are published with a maximum of three banner positions available per week, currently, we reach a 40,000 plus subscribers and multiply with our new multi media reach in thirteen states.
- Banner ads will be guaranteed a position in a minimum of two (2) original articles each month of purchased duration
 - Banner ads may be purchased in intervals of 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	

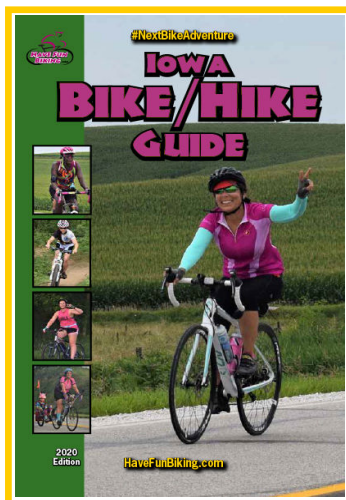
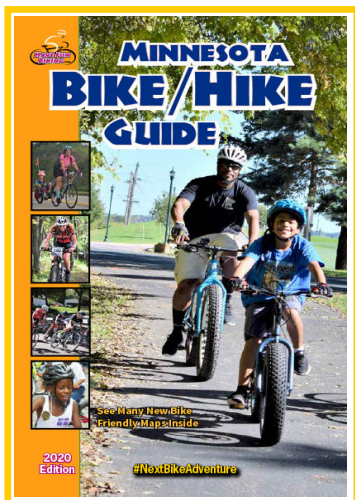
All banner ads are billed at time of placement and due 15 days of invoice

For more information call Russ@haveFunBiking.com or 612-723-4511

The handy Iowa Bike/Hike Guide that everyone wants!

As the popularity of the *Iowa Bike/Hike Guide* grows. Be a part of our circulation as we expand, offering more bike-friendly maps of fun places to explore in Iowa while showcasing your attraction, destination or events in this cost-effective media. Reserve your space today. Each year we print and distribute 50,000 copies of the guide and expect to double 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 HFB advertising partners in all our media opportunities. Take advantage of our advanced audience targeting campaigns, with geo-fencing and targeted emails.



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

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 12-15-2019)	(after 12-15-2019)	(Print guide bonus - upon availability holiday e-Bike Challenge Guide see details below.)
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 it 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 February 20, 2020 with camera ready artwork and payment in before February 28, 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 call Russ@haveFunBiking.com or 612-723-4511



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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		

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 \$ _____
- Banner page listing in the IA or MN Bike/Hike Guide Pkg. _____ Issue Charges \$ _____
- (please circle)
- Total Charges \$ _____**

PUBLISHER'S CONDITIONS

Submission of Materials. Advertiser agrees to supply to the 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. The 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 the publisher harmless 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.