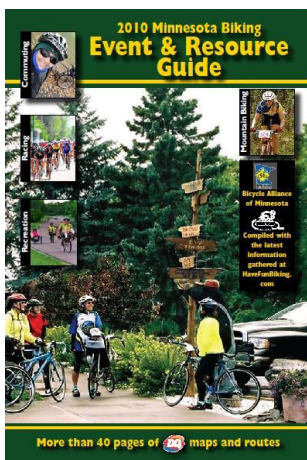


# The Bicycle Alliance of Minnesota (BikeMN) Presents a New Statewide Bicycling Guidebook and Bike Expo for 2010



## Bicycling Event & Resource Guide



With [HaveFunBiking.com](http://HaveFunBiking.com)'s help the Bike Alliance of MN will present a new statewide Biking Event & Resource Guide for Minnesota.

Throughout the year, both the seasoned cyclist and those new to the sport will find helpful information, maps and tips to assist them when they are away from the computer.

In each of the 48-*plus* page guide books, cyclists will find much of the same comprehensive information found at [HaveFunBiking.com](http://HaveFunBiking.com), including an extensive list of cycling events and numerous cycling ideas.

Gain market share by advertising in the 60,000 bike guides ready for distribution starting April 1st.

Along, with a list of bike shops and clubs, cyclists will find valuable riding tips and a series of maps that highlight recreational trails, safe roads and mountain biking courses in various communities throughout the state.

[Reserve your ad space today!](#)

## The Active Living Bike Expo

Friday & Saturday April 23 & 24th



At The  
Minnesota  
State Fairgrounds

Help  
**BikeMN and HaveFunBiking**  
**Kick-off the Spring Bike Season**

Scheduled for 'Ironman Weekend' this two day event should attract thousands of bicycle enthusiasts anxiously waiting for the 2010 Spring bike season to officially begin, "Ironman Sunday."

Using the Education Building at the fairgrounds, in St Paul's Midway Area, help us make this an event to remember and an annual tradition talked about throughout the year by exhibiting and supporting BikeMN's Active Living Bike Expo/ Summit.

With your help we will showcase the latest in cycling information, including active living opportunities, tips on safe riding, bike events, equipment and destinations to visit.

[See available exhibit space at the site map below.](#)

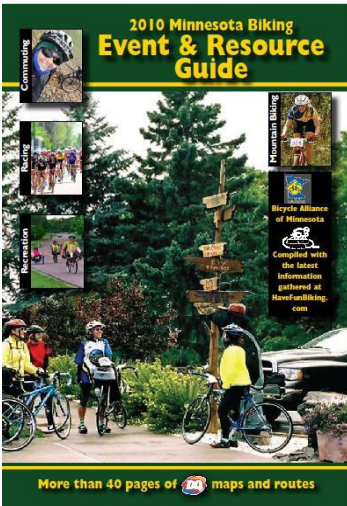
## Help Us Make Bicycling In Minnesota Cool and Safe, Become A BikeMN Partner Today!

***Proceeds Go Towards  
the Bike Alliance's Commitment to Making  
Minnesota a Safer Place to Ride***

## New! The 2010 Biking Event & Resource Guide

With 60,000 copies of this annual Biking Event & Resource Guide distributed throughout Minnesota and beyond, there wont be a better place to advertise your organization or businesses. Distribution begins April 1, 2010 through: many retail locations around the upper Midwest, through corporate employee club networks and at many bike related events HaveFunBiking participate in.

Take advantage of the BikeMN [Early-price Rate Today!](#) With a space reservation commitment by January 29, 2010, along with a BikeMN Business Membership of \$35, you will realize a significant savings on your advertising while insuring prime ad placement as well as web linkage at [HaveFunBiking.com](http://HaveFunBiking.com) and at: [BikeMN.org](http://BikeMN.org)



<p style="text-align: center;"><b>1/8 Page</b> 2.375" x 1.875"</p> <p style="text-align: center;"><b>1/6 Page</b> 2.375" x 2.4375"</p> <p style="text-align: center;"><b>1/3 Pg Vertical</b> 2.375" x 4.8125"</p>	<p style="text-align: center;"><b>Half Page Horizontal</b> 4.75" x 3.625"</p> <p style="text-align: center;"><b>1/4 Page</b> 2.375" x 3.625"</p>	<p style="text-align: center;"><b>2/3 Page Horizontal</b> 4.75" x 4.8125"</p> <p style="text-align: center;"><b>1/3 Page Horizontal</b> 4.75" x 2.4375"</p> <p style="text-align: center;"><b>1/4 Page Horizontal</b> 4.75" x 1.8125"</p> <p style="text-align: center;"><b>1/6 Page Horizontal</b> 4.75" x 1.1875"</p>
<p style="text-align: center;"><b>Half Page Vertical</b> 2.375" x 7.5"</p>		

**Standard Full Page**  
4.75" x 7.5"  
*(no bleed)*

<b>Rates</b>		
	<u><a href="#">BikeMN Member Early-Rate</a></u>	<u><a href="#">Full Rate</a></u>
1/8 page	\$ 285.00	\$ 355.00
1/6 page	\$ 365.00	415.00
1/4 page	\$ 480.00	575.00
1/3 page	\$ 675.00	845.00
1/2 page	\$ 1,115.00	1,390.00
2/3 page	\$ 1,290.00	1,615.00
Full page Color ( <i>non-cover</i> )	\$ 1,895.00	2,195.00
Full page <i>Inside Cover (limited)</i>	\$ 2,425.00	3,010.00
Full page <i>Back Cover (limited)</i>	\$ 2,615.00	3,260.00
Center- Color ( <i>10.188" x 7.5"D</i> )	\$ 3,220.00	3,535.00

*Early-Membership rate must be paid by January 29, 2010*

**Back Cover or Inside Cover Pages**  
5.5" x 8.5"  
*(bleed permitted)*

With your ad placement above, gain additional exposure with a 1' x 1' column ad (*furnished by you*) at [HaveFunBiking](http://HaveFunBiking.com) for 2010. A \$60 value, your ad on a secondary page location with a link to your website throughout 2010 will bring more bikers your way. For additional web column ad locations and prices see page 5 or contact a sales representative for more details.

All ads above should be Camera-Ready hard copies or electronic files received by HaveFunBiking absolutely no later than March 05, 2010. To qualify for the Early-membership rate ads must be in our office by January 29, 2010. Produced ads are best when sent via e-mail or on a CD in a pdf or .eps formats and saved in 250 or 235 dpi for best print results.

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 ppi output size for best reproduction.

All Electronic Files should be sent via e-mail (or CD) 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 color ads, or Gray Scale for black and white ads.

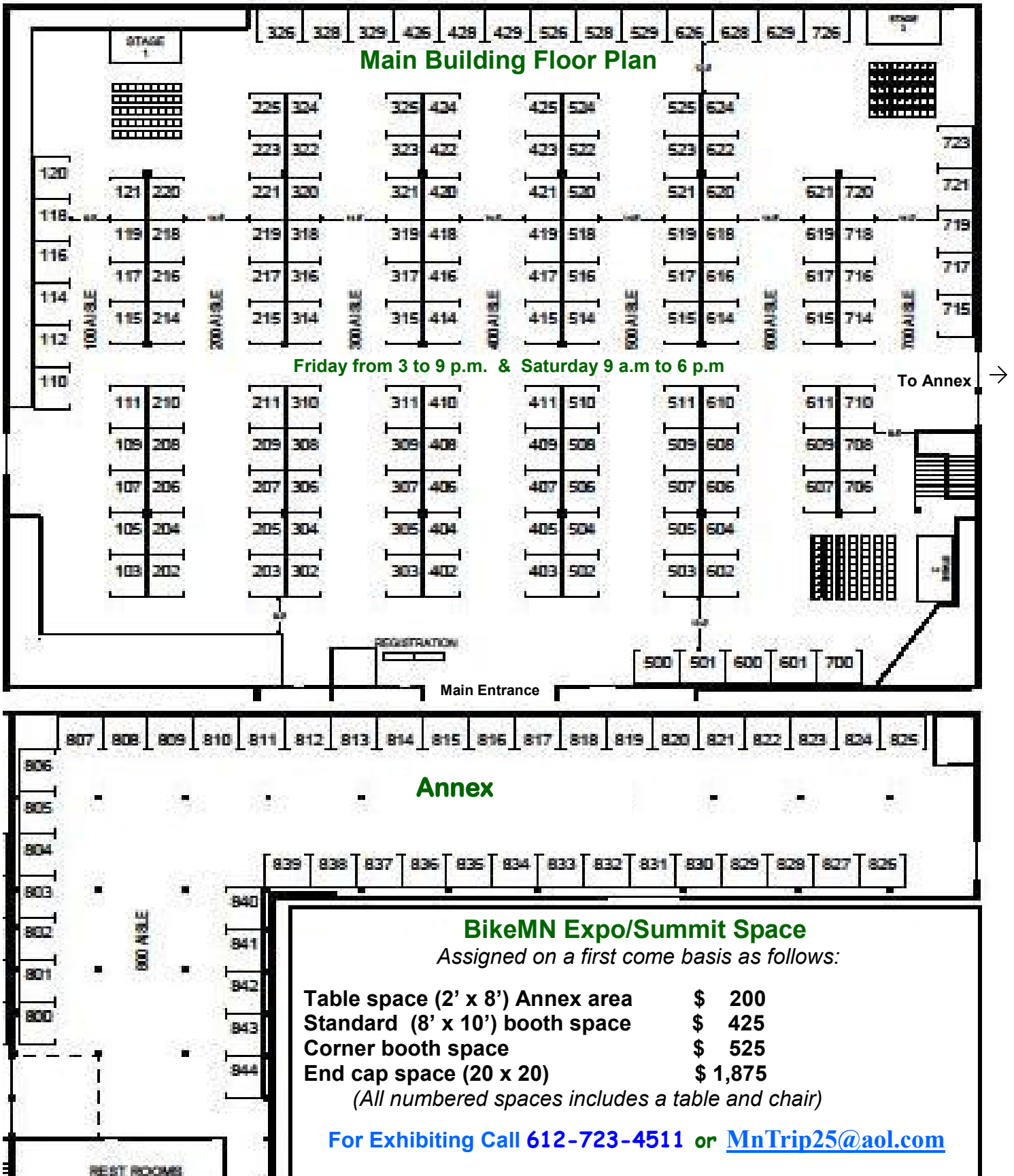
If you need graphic design assistance for an ad placement in this Bike Guide, please call Pete May at: (952-926-3827 or at: [petermay5291@earthlink.net](mailto:petermay5291@earthlink.net) for all your graphic design needs.

**For More Information Call: 612-723-4511 or [MnTrip25@aol.com](mailto:MnTrip25@aol.com)**

## Active Living Bike Expo and Summit

This two-day event, scheduled for 'Ironman Weekend, April 23 & 24, 2010, at the Minnesota State Fair grounds, in St. Paul, is an event you will want to be a part of! Working with many partners in the biking community our goal is to kick-off the spring bike season that Friday and Saturday, before the Minnesota Ironman Bicycle Ride, Sunday, April 25th. With **Free Admission**, (With a suggested food-shelf item or BikeMN donation), thousands of bicyclist should attend.

[Select a booth space today!](#)





## 2010 BIKE GUIDE and EXPO PLACEMENT ORDER FORM

(PLEASE PRINT)

Company: \_\_\_\_\_ Date: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_ Fax: ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_

Your E-Mail Address: \_\_\_\_\_

Shops Web Address for Linking: \_\_\_\_\_

### Bicycle Alliance of Minnesota Business Membership (\$35) For Early-rate Consideration

(A membership confirmation from BikeMN will be e-mailed to you shortly after we receive this order form)

\$ \_\_\_\_\_

## 2-GREAT MARKETING OPPORTUNITIES and MORE!

*Please see rate sheet above for more details:*

**1) The Minnesota Biking Event & Resource Guide** 60,000 copies printed and distributed  
(Closing March 5, 2010 – Distribution starts April 1, 2010)

Ad Size \_\_\_\_\_ Color \_\_\_\_\_ B & W \_\_\_\_\_ Ad Rate Selected \$ \_\_\_\_\_

Ad will come electronically \_\_\_\_\_ Hard copy will be mailed: \_\_\_\_\_

***Special BikeMN Early-advanced Pricing Must Be Received by January 29, 2010***

***With ad purchase in Guide please prepare (electronically) one 110 x 110 (approx. 1" x 1") column ad for a web ad and your link at [HaveFunBiking.com](http://HaveFunBiking.com), at no additional extra charge.***

**2) The Active Living Bike Expo & Summit** April 24 & 25, 2010

Exhibit Space Size \_\_\_\_\_ Preferred Location \_\_\_\_\_ Expo Space Price Selected \$ \_\_\_\_\_

I will need electricity (\$55 per exhibitor) Yes No

**Other Marketing Opportunities** (HaveFunBiking website and e-Magazine, the BikeMN e-newsletter or their Saint Paul Classic Bike Ride.) Talk to your sales representative for more details.

Additional Opportunities from page-5 \$ \_\_\_\_\_

**Total Opportunities** \$ \_\_\_\_\_

*For Above Advertising and Exhibit Orders, Please Mail This Form with Payment Today*

To:

**Lomarco, 12753 Ethelton Way, Apple Valley, MN 55124**

**For More Information Call Russ at 612-723-4511 or [MnTrip25@aol.com](mailto:MnTrip25@aol.com)**



**2010 WEB ADVERTISING  
PLACEMENT ORDER**

**(PLEASE PRINT)**

Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_

Contact Person: \_\_\_\_\_ (Title) \_\_\_\_\_

Store Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_ Fax:: ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_

Best e-mail address to contact you at: \_\_\_\_\_

Web address for listing: \_\_\_\_\_

***HAVE FUN BIKING OPTIONS***

**Column Website Ads** (Activated through 2010) *Ads will be linked to your site.*

- Left Side Banner Ad (*Randomly relocates with four other banner ad*) \$ 400 Price \_\_\_\_\_
  - Front Page Column Ad Position: (*Ads randomly rotates*) \$ 85 Price \_\_\_\_\_
  - Secondary Page Location: (*Includes Shops, Product & Events section*) \$ 65 Price \_\_\_\_\_
  - Front Page Photo Link Ad: (*Left Column*) \$ 70 Price \_\_\_\_\_
- (For multiple locations on secondary pages add \$40 for each additional ad)*

**E-Magazine Sponsor Column Ads** 2 to 3 issues per month (*See rates below*)

1-Month \_\_\_\_\_ 3- Months \_\_\_\_\_ 6-Months \_\_\_\_\_ 12-Months \_\_\_\_\_

NOTES: \_\_\_\_\_

**Rates for E-Magazine Column Ads reach over 20,000 bicyclists 2 to 3 times each month**

(please circle)	(Month)	(Total)
1-Month	\$ 80	\$ 80
3-Months	\$ 75	\$ 225
6-Months	\$ 70	\$ 420
12-Months	\$ 65	\$ 780

**Total Order \$** \_\_\_\_\_

*Please Mail This Form With A Check Made Out To "Lomarco" Today – Thank You*

Lomarco, 12753 Ethelton Way, Apple Valley, MN 55124 \*P (612) 723-4511 F (952) 322-1638

email: [editor@minnesotacyclist.com](mailto:editor@minnesotacyclist.com)

[www.havefunbiking.com](http://www.havefunbiking.com)