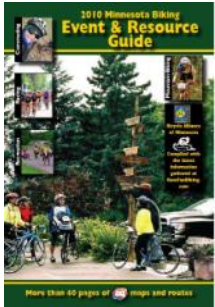


Gain Your Market Share As We Prepare For The 2011 Bike Expo and Bike Guidebook

HaveFunBiking.com, a clearing house of bicycling information, will again produce the Minnesota Bike Event & Resource Guide and the Active Living Bike Expo. These two great marketing medias will help you bring more visitors to your area while benefiting the educational and community outreach programs of Bicycle Alliance of Minnesota (BikeMN).



Gain more visitors by advertising in this bike guide. With the success of last year's guide, we will again print and distribute 60,000 copies of this handy pocket guide in January.

As we showcase Minnesota's bicycling resources let us highlight the cycling opportunities in your area. Along with the hundreds of bike event listings and resources pulled from the HaveFunBiking.com website, the 2011 edition will contain more detailed maps. At the request of our readers, all maps designed for this coming year will show both the recreational and commuter routes in an area, plus the mountain biking and BMX options.

With more pages available in the Bike Event & Resource Guide work with us to create a bike friendly map that highlights the attractions and routes in your area. These colored maps, approximately 8" x 10" in size will help visitors find attractions, safe bike routes and trails through your community.

Be a part of this user-friendly bicycle directory, full of Minnesota resources.

[Reserve your ad space today!](#)

Here is an opportunity to invite the thousands of bike enthusiasts and those new to the sport to visit your community.

Set in a fun atmosphere with a mix of bicycle equipment and information, the Active Living Bike Expo is scheduled for April 29 & 30, 2011, in the education building at the Minnesota State Fairgrounds. In our second year at the fairgrounds in St Paul, show those who attend what your community has to offer.



Help us encourage those who attend this two-day event to visit your area. With admission at the door being a food shelf donation to the Minnesota Emergency Foodshelf Network, we are gaining more media attention that you can a part of. Reserve your exhibit space today!

Working with BikeMN and several state agencies to offer a number of workshops on bike safety and active living health ideas we can offer you a perfect venue to highlight your communities bike friendly attributes.

[See the site map below](#)
[and reserve your exhibit space today!](#)



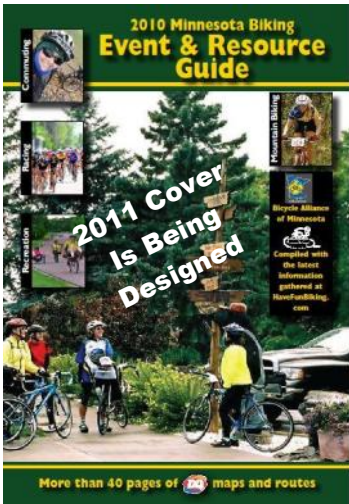
Help Us Encourage More To Stay Active and Healthy By Biking In Minnesota

Net proceeds go towards BikeMN's  commitment to making Minnesota a safer place to ride.

Our Readers Are Asking For More Maps In The 2011 Bike Guide!

With many requests to add more mapping information on biking destination here in Minnesota, the *2011 Biking Event & Resource Guide* will include more and larger detailed maps of bicycle routes, trails and mountain biking areas in the state.

Take advantage of the **Early-Price Rate Today!** With a space reservation commitment before October 1, 2010, you can realize a significant savings on your advertising, plus you will gain web linkage and a news voice for any bike related news and information in your area, through HaveFunBiking.com and its e-Magazine broadcasts.



<p style="text-align: center;">1/8 Page 2.375" x 1.875"</p> <p style="text-align: center;">1/6 Page 2.375" x 2.4375"</p> <p style="text-align: center;">1/3 Pg Vertical 2.375" x 4.8125"</p>	<p style="text-align: center;">Half Page Horizontal 4.75" x 3.625"</p> <p style="text-align: center;">1/4 Page 2.375" x 3.625"</p>	<p style="text-align: center;">Half Page Vertical 2.375" x 7.5"</p> <p style="text-align: center;">2/3 Page Horizontal 4.75" x 4.8125"</p> <p style="text-align: center;">1/3 Page Horizontal 4.75" x 2.4375"</p> <p style="text-align: center;">1/4 Page Horizontal 4.75" x 1.8125"</p> <p style="text-align: center;">1/6 Page Horizontal 4.75" x 1.1875"</p>
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Standard Full Page
4.75" x 7.5"
(no bleed)

Rates for B/W or Color		
	<u>Early-Rates</u>	<u>Full Rate (after 10-1-10)</u>
1/8 page	\$ 285.00	\$ 365.00
1/6 page	\$ 365.00	455.00
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 (non-cover)	\$ 1,895.00	2,195.00
Full page Inside Cover (limited)	\$ 2,425.00	3,010.00
Full page Back Cover (limited)	\$ 2,615.00	3,260.00
Center- Color (10.188" x 7.5"D)	\$ 3,220.00	3,535.00

To qualify for the Early-Rate price above your ad must be reserve by October 1, 2010 and paid in full before January 7, 2011

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" tile-ad (*furnished by you*) on a secondary page of your choice at HaveFunBiking.com, for a year. A \$55 value, your tile-ad location with a link to your website, throughout 2011 is complimentary. For additional web column ad locations and prices see [page 5](#) or contact us below for more details.

All ads above should be Camera-Ready sent in an electronic file. To qualify for the Early-Rate your ad(s) must be reserved by October 1, 2010 with camera ready artwork received by us, no later than December 10, 2010 and paid in full before 7, 2011. Produced ads, for best quality, should be sent via e-mail or on a CD, in a pdf or eps formats and saved at 250 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 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.

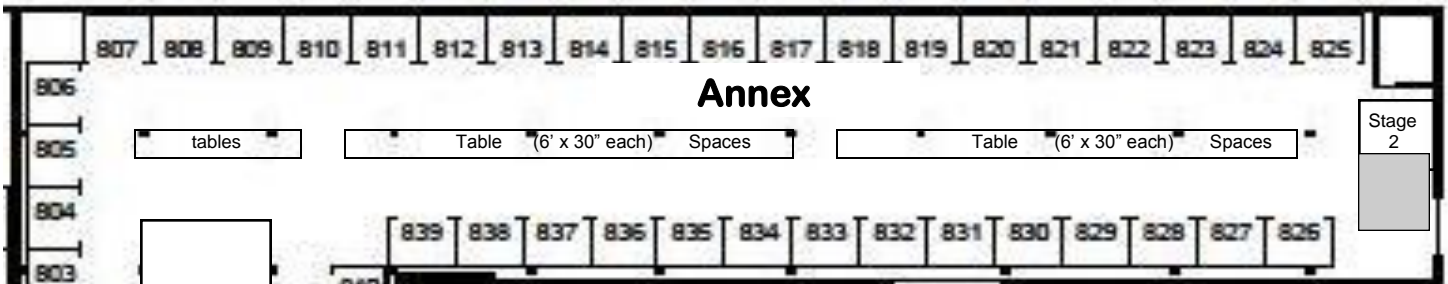
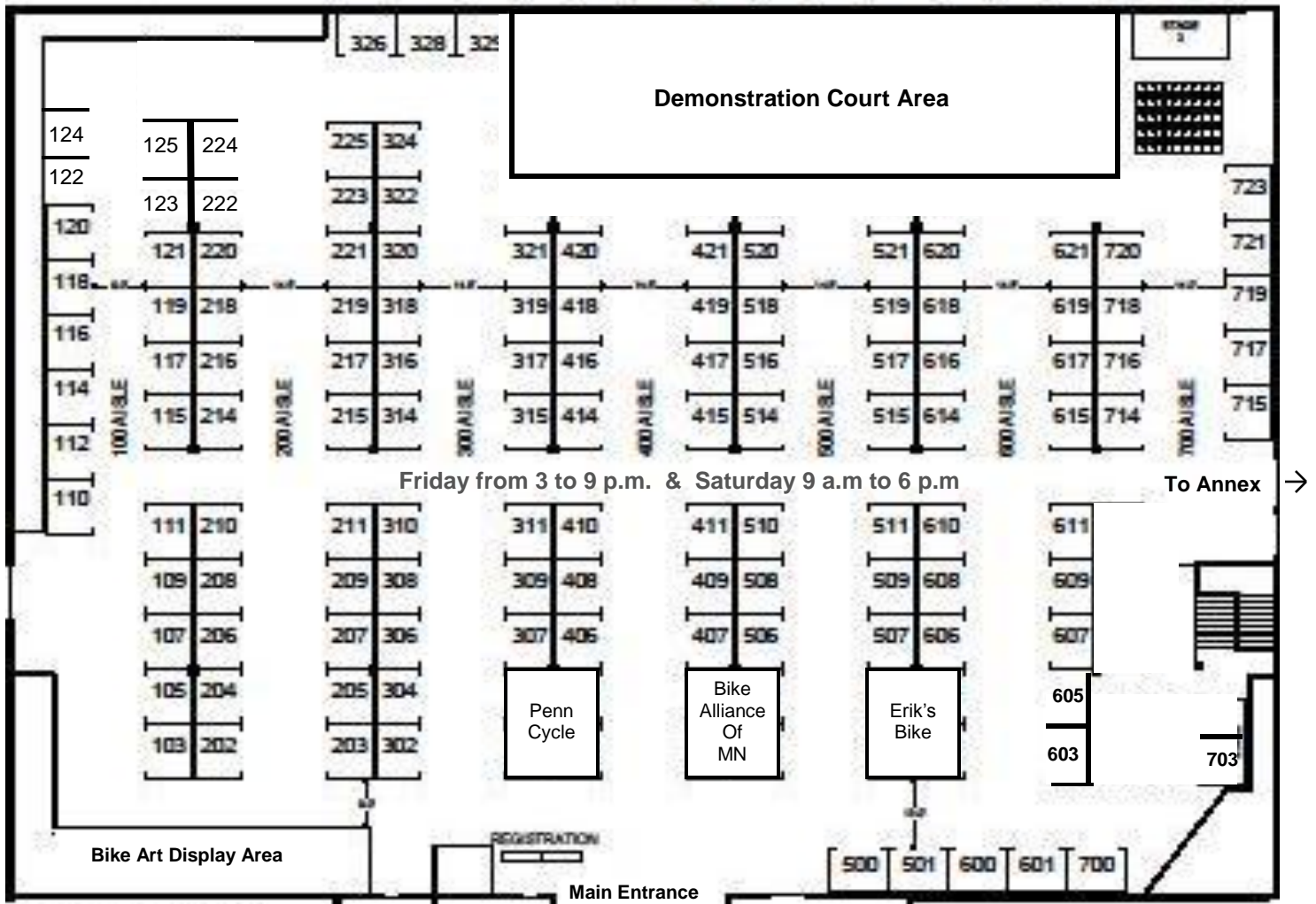
Please make sure all elements are CMYK for color ads, or Gray Scale for black and white ads.

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

For More Information Call Russ: 612-723-4511 or Mntrip25@aol.com

The Active Living Bike Expo

Lock-in your booth space today, for this two-day event scheduled for April 29 & 30, 2011. In its second year at the Minnesota State Fairgrounds, in St. Paul, this is an event you will want to be a part of to showcase your community! Working with many partners in the biking industry our goal is to continue to attract thousand of people looking for opportunities to stay active and healthy.



Active Living Bike Expo
Assigned on a first come basis as follows:

Table Space in Annex Area	\$ 220
Standard (8' x 10') exhibit booth space	\$ 450
Corner exhibit booth space	\$ 575
End cap exhibit booth space (20 x 20)	\$ 1,925

(All spaces includes a 6' x 30" table and a chair)

For Exhibiting Call 612-723-4511 or Mntrip25@aol.com



2011 BIKE GUIDE and EXPO PLACEMENT ORDER FORM

(PLEASE PRINT)

Company: _____ Date: _____

Contact Person: _____ Title _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ - _____ Fax: (_____) _____ - _____

Best e-mail address to contact you at: *(if different from published)* _____

Web Address for Linking: _____

3-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 December 20, 2010 – Distribution starts January 20, 2011)

Ad Size selected _____ Color ____ B & W ____ Ad Rate Selected \$ _____

Ad will come electronically _____ Hard copy will be mailed: _____

Special Early-Rate Pricing -Ad Must Be Reserved by October 1, and Paid For By January 7, 2010
With ad purchased in the Guide, please prepare (electronically) one 110 x 110 (approx. 1" x 1") column tile web ad and your link, for a secondary page location at: HaveFunBiking.com, at no additional extra charge.

2) The Active Living Bike Expo April 29 & 30, 2011, Education Bldg. MN State Fairgrounds

Preferred Exhibit Location ____ 2nd Choice Location ____ Expo Space Price Selected \$ _____

This form and \$100 will hold your space until January 7, 2011, when the balance is due.

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

3) HaveFunBiking Marketing Opportunities (HaveFunBiking website and the HaveFunBiking e-Magazine)

Website Opportunities from page-5 \$ _____

E-Mag Opportunities from page-5 \$ _____

Total Opportunities \$ _____

Booth Exhibit Deposit \$ _____

*For Above Bike Guide Advertising and Exhibit Order Deposit
Please Mail This Form with Payment Today*

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

Net Proceeds Benefit The BikeMN  Education Program

For More Information Call Russ at: 612-723-4511 or Mntrip25@aol.com



**2011 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

All website ads (Activated through 2011) will be linked to your site.

Left Side Banner Ad <i>(Randomly relocates with up to four other ads)</i>	Throughout 2011 at:	\$ 400	Price _____
Left Side Banner Ad	<i>(Month(s) ad to run? _____)</i> Per month	\$ 50	Price _____
Front Page Column Ad Position: <i>(Ads randomly rotates)</i>	Throughout 2011 at:	\$ 85	Price _____
Monthly Front Page Column Ad: <i>(Upon availability)</i>	month(s) ad to run? _____ at:	\$ 20	Price _____
Front Page Photo Link Ad, left column: <i>(Photo with title only and upon availability)</i>		\$ 70	Price _____
Monthly Front Photo Link Ad: <i>(Upon availability)</i>	month(s) ad to run? _____ at:	\$ 10	Price _____
Secondary Page Location: <i>(Includes Destination, Shops, Product & Events section)</i>		\$ 55	Price _____

(For multiple locations on secondary pages add \$30 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)	(Per Month)	(Total)
1-Month	\$ 80	\$ 80
3-Months	\$ 75	\$ 225
6-Months	\$ 70	\$ 420
12-Months	\$ 65	\$ 780

Total Order \$ _____

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

email: Mntrip25@aol.com

www.havefunbiking.com