

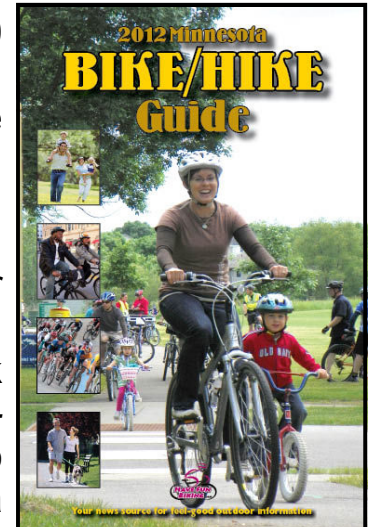
Gain market share with the HaveFunBiking.com 2012 Bike/Hike Guide and our e-Magazine

As We Encourage More To Become Active and Healthy!

We are now in full production of the Annual Minnesota Bike/Hike Guide, while our website and e-Magazine continues to keep information *and outdoor activities at the finger tips of our readers.*

Back by popular demand we are again preparing to print 60,000 copies of this handy pocket guide. Plus, this year the 2012 edition will be available in a digital flip page format to expand the bike guides circulation and your market reach.

By increasing our distribution with this digitally friendly PDF format, our advertising partners will have the opportunity to embed their web links or QR codes making it easier to access their sites. Plus, those who look at a copy of the new guide will find more bike/walk friendly community maps and active living listings (*including cyclo-cross, duathlons/triathlons, etc*). Information that has proven to increase the shelf life of this handy pocket guide - Giving you a larger market share!



With hundreds of event listings and resources pulled from the HaveFunBiking.com website, please help us highlight more active living opportunities while you gain more business. **Reserve your space today see page 2, below**



Another Option

Gain another direct link by advertising on the HaveFunBiking.com site. By placing an ad, we will bring more people to your website. Averaging over a million web visits each monthly, our e-magazine is now sent out to over 25,000+ e-subscribers several time a month - bringing more web traffic your way.

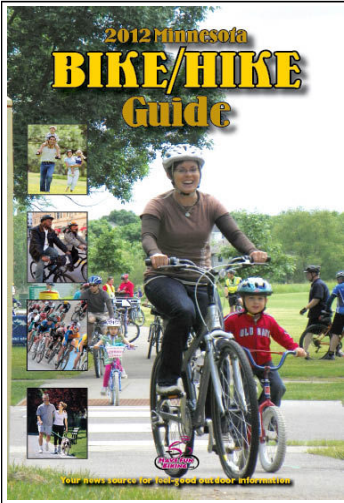
Help Us Encourage More To Stay Active and Healthy

If you haven't already, please subscribe to our complimentary e-Magazine by placing your email address in the yellow box, upper right-hand corner of [HaveFunBiking's](http://HaveFunBiking.com) home page. Then share any news with us that will help others to become or stay active and healthy throughout the year. Thanks!

Our Readers Want More Maps , Links & Active Living Information!

With many requests, the *2012 Bike/Hike Event & Resource Guide* will include more community maps showing the local bike routes, cycle-cross events, farmers markets, food stops, mountain biking areas, running/walking paths, trails etc. in each area highlighted. And now, in addition to the 60,000 guides scheduled for printing in late February, we are adding a digital flip-page (pdf) version of the guide, with your links, so you can reach more readers both in print and electronically for added market share.

Take advantage of the **Early-Price Rate** below. Reserve your ad space before January 27, 2012 and realize a significant savings on your advertising with us. Plus, by advertising in the guide you will gain a complimentary ad/link, (a \$185 value) on a secondary page HaveFunBiking.com for the year. Enjoy the benefits, as a Have Fun media partner, while we continue to encourage more to become active and healthy.



1/2 Page Vertical 2.1667" x 7.5"	1/8 Page 2.1667" x 1.875"	Half Page Horizontal 4.5" x 3.75"	
	1/6 Page Vertical 2.1667" x 2.565"		
	1/3 Pg Vertical 2.1667"x 4.8125"		
	1/4 Page 2.375" x 3.625"	Listing only with a Live Link \$25	

2/3 Page Horizontal 4.5" x 4.8125"
1/3 Page Horizontal 4.5" x 2.4375"
1/4 Page Horizontal 4.5" x 1.8125
1/6 Page Horizontal 4.5" x 1.1875"

Standard Full Page
4.5" x 7.5"
(no bleed)

Rates for B/W or Color		
	Early-Rates	Full Rate (after 1-27-12)
1/8 page	\$ 295.00	\$ 485.00
1/6 page	\$ 385.00	575.00
1/4 page	\$ 475.00	695.00
1/3 page	\$ 705.00	955.00
1/2 page	\$ 1,135.00	1,390.00
2/3 page	\$ 1,610.00	1,815.00
Full page (non-cover)	\$ 2,235.00	2,485.00
Full page Inside Cover (limited)	\$ 2,615.00	2,965.00
Full page Back Cover (limited)	\$ 2,765.00	2,985.00
Center- Color (10.188" x 7.5"D)	\$ 3,885.00	4,455.00

Back Cover
or **Inside Cover Pages**
5.25" x 8.25
(plus 1/8" for 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 full year. That is a \$185 value, your tile-ad location with a link to your website and event listings are complimentary. For additional web column ad locations and prices see [page 4](#) or contact us below for more details.

All ads above should be Camera-Ready sent as an electronic j-peg file. To qualify for the **Early-Rate** your ad(s) must be reserved by January 27, 2012 with camera ready artwork and payment in before 2/6/2012. 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, please contact Pete May at: petermay5291@earthlink.net or (952) 926-3827 for a quote on all your graphic design needs.

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



2012 BIKE GUIDE, EXPO and WEB PLACEMENT 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 to link your ad/listing: _____

2-GREAT MARKETING OPPORTUNITIES and MORE!

Please see rate sheet above for more details:

1) The Bike/Hike Event & Resource Guide 60,000 printed and electronically distributed
(Closing February 10, 2012 – Distribution starts in March, 2012)

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

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

Listing and web link in the electronic version of Guide (None-ad rate \$25 per link) \$ _____

Listing on Map in guide/ with link *(please print web links above)*. \$ _____

2) HaveFunBiking Website and e-Magazine Marketing Opportunities

Please see the rate sheet below on the next page for more details:

Website & e-Mag Opportunities (from page-5) \$ _____

Please Note: With an ad purchased in the guide *(above in #1)* or an ad in the e-Mag *(3-month minimum)*, gain one (1) complimentary *(110 x 110 pixel)* secondary page ad at HaveFunBiking.com and a link in the electronic Version of the pocket guide *(a \$200 value)* for a full year.

Other Opportunities \$ _____

Total Opportunities \$ _____

For Above Advertising Partnership Opportunities

Please Mail This Form With Payment Today, to:

Lomarco, 12753 Ethelton Way, Apple Valley, MN 55124

*Phone (612) 723-4511 Fax (952) 322-1638

Thanks!



**2012 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: *(if different from published)* : _____

Web Address to link your ad/listing: _____

HAVEFUNBIKING OPTIONS

All website ads purchased below will be linked to your site.

Left Side Banner Ad *(Randomly relocates with up to four other ads)* Throughout 2011 at: \$760 Price _____

Left Side Banner Ad *(Month(s) ad to run? _____ (3-Month minimum)* Per month \$ 65 Price _____

Monthly Front Page Ad: *(Right Column upon availability - at: \$30 per month - \$300 annually* Price _____

Month(s) ad is to run? _____

Secondary Page Location: *(Includes Destination, Shops, Product & Events section)* Throughout 2011 \$185 Price _____

(For multiple locations on secondary pages add \$30 for each additional ad)

E-Magazine Sponsor Column Ads 3 to 4 issues per month *(See rates below)*

1-Month _____ 3- Months _____ 6-Months _____ 12-Months _____

Notes _____

Rates for E-Magazine Column Ads reach over 25,000 bicyclists 3 to 4 times each month

<i>(please circle)</i>	<i>(Per Month)</i>	<i>(Total)</i>
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, 12753 Ethelton Way, Apple Valley, MN 55124

***Phone (612) 723-4511 Fax (952) 322-1638**

email: Sales@HaveFunBiking.com HaveFunBiking.com

Thanks!