



## **2008 Bicycle Indiana Resource Guide Advertising Information**

### **About the Bicycle Indiana Resource Guide**

With 50,000 copies of the Bicycle Indiana Resource Guide distributed extensively throughout Indiana and neighboring states, you won't find a better place to advertise your event, organization or business. In addition, this publication will be downloadable on our website for further marketing exposure.

The annual Bicycle Indiana Resource Guide lists over 150 Indiana bicycle events. It is distributed extensively in the early spring and throughout the year IBC members, affiliates, bicycle retail shops, bicycle events, special non-bicycle events, and tourism centers in Indiana and neighboring states.

The Bicycle Indiana Resource Guide is a full color publication that is kept and referred to again and again throughout the year. You can count on your ad being viewed extensively!

### **Join IBC and Save on Advertising Rates**

Members of IBC and events listed as IBC Funding Rides will receive additional discounts on advertising rates and highlighted listings in the hardcopy publication and on the IBC website.

### **Advertising Details**

All ads should be electronic files and received by IBC no later than **January 31, 2008**.

Acceptable electronic files include press quality PDF, Photoshop or Illustrator files. Please contact us as soon as possible if you would like to provide your ad in a format other than those listed above. Please include a print-out of your ad with your signed contract.

Artwork needing alterations or corrections will be subject to additional charges.

Electronic files should be sent via email to IBC at [info@bicycleindiana.org](mailto:info@bicycleindiana.org) with the subject line being "2008 Bicycle Indiana Resource Guide" or saved to a CD and mailed to:

**Indiana Bicycle Coalition  
6358 N. College Ave. / PO Box 20243  
Indianapolis, IN 46220**

### **Questions**

Questions can be directed to IBC at 317.466.9701 / 800-BIKE-110 or via email at [info@bicycleindiana.org](mailto:info@bicycleindiana.org)



## Advertising Contract

(Please print clearly and complete all information. Return form with payment to IBC at the address below.)

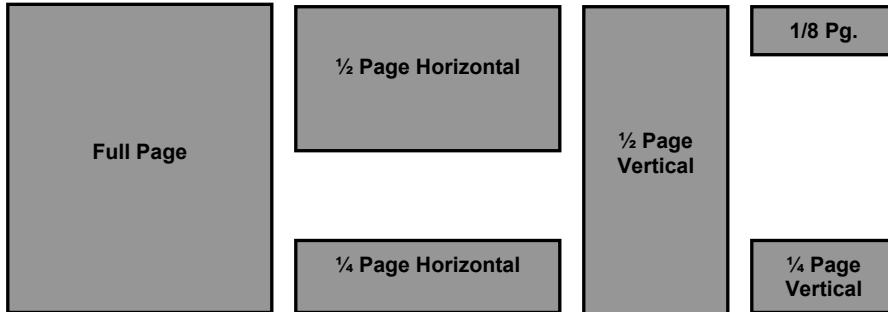
<b>Event/Organization/Business:</b>
<b>Contact Name:</b>
<b>Address:</b>
<b>City/State/ZIP:</b>
<b>Telephone:</b>
<b>Fax:</b>
<b>Email:</b>
<b>Website:</b>
<b>Date:</b>
<input type="checkbox"/> Yes, I am a member of IBC and would like the discounted advertising rates described.
<input type="checkbox"/> No, I am not a member, but would like to join to enjoy discounted advertising rates ( <i>payment is enclosed</i> ). <ul style="list-style-type: none"><li><input type="radio"/> <i>Basic Level- \$50.00</i></li><li><input type="radio"/> <i>Silver Level- \$500.00</i></li><li><input type="radio"/> <i>Bronze Level- \$250.00</i></li><li><input type="radio"/> <i>Gold Level- \$1,000.00</i></li></ul>
<b>Ad Size:</b> <input type="checkbox"/> Full Page <input type="checkbox"/> 1/2 Page Vertical <input type="checkbox"/> 1/2 Page Horizontal <input type="checkbox"/> 1/4 Page Vertical <input type="checkbox"/> 1/4 Page Horizontal
<b>Total Amount Due: \$</b>
<input type="checkbox"/> Check ( <i>payable to Indiana Bicycle Coalition</i> ) <input type="checkbox"/> Credit Card
<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover
<b>Credit Card Number:</b>
<b>Expiration Date:</b>
<b>Signature:</b>

Return contract and payment to:  
Indiana Bicycle Coalition  
6358 N. College Ave. / PO Box 20243  
Indianapolis, IN 46220

## Advertising Rates

Advertising Deadline: **January 31, 2008**

<u>Ad Rates</u>	<u>Full Page</u>	<u>1/2 Page</u>	<u>1/4 Page</u>	<u>1/8 Page</u>
<b>Regular Ad Rate</b>	<b>\$2,000</b>	<b>\$1,200</b>	<b>\$700</b>	<b>\$400</b>
<b>IBC Basic Level Membership - 5% Discount</b>	<b>\$1,900</b>	<b>\$1,140</b>	<b>\$665</b>	<b>\$380</b>
<b>IBC Bronze Level Membership- 15% Discount</b>	<b>\$1,700</b>	<b>\$1,020</b>	<b>\$595</b>	<b>\$340</b>
<b>IBC Silver Level Membership- 20% Discount</b>	<b>\$1,600</b>	<b>\$960</b>	<b>\$560</b>	<b>\$320</b>
<b>IBC Gold Level Membership- 25% Discount</b>	<b>\$1,500</b>	<b>\$900</b>	<b>\$525</b>	<b>\$300</b>
<b>IBC Funding Ride- 25% Discount</b>	<b>\$1,500</b>	<b>\$900</b>	<b>\$525</b>	<b>\$300</b>



<u>Ad Size</u>	<u>Width X Depth (inches)</u>
Full Page	7 3/8 x 10
1/2 Vertical	3 1/2 x 10
1/2 Page Horizontal	7 3/8 x 4 3/4
1/4 Page Vertical	3 1/2 x 4 3/4
1/4 Page Horizontal	7 3/8 x 2 1/4