



2017 Bicycle Indiana Resource Guide Advertising Information



About the Bicycle Indiana Resource Guide

With 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 to print distribution, this publication will be downloadable on our website for further marketing exposure and easy mobile access.

The annual Bicycle Indiana Resource Guide lists over 150 Indiana bicycle events. The initial distribution is first quarter 2017; the Guide is shipped to Bicycle Indiana members, affiliates, bicycle retail shops, bicycle events, special non-bicycle events, and tourism centers in Indiana and neighboring states. We send replenishment to tourism centers and others upon request.

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 frequently!

Join Bicycle Indiana and Save on Advertising Rates

Members of Bicycle Indiana and events listed as Bicycle Indiana Funding Rides will receive additional discounts on advertising rates and highlighted listings in the hardcopy publication and on the Bicycle Indiana website and social marketing channels.

Advertising Details

All ads should be electronic files and received by Bicycle Indiana no later than **February 15, 2017**.

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.

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

Files should be sent via email to Bicycle Indiana at jess@bicycleindiana.org with the subject line "Bicycle Indiana Resource Guide ad" or uploaded via Dropbox (we will provide folder access upon request).

Questions

Questions can be directed to Bicycle Indiana at 317.466.9701 or via email at jess@bicycleindiana.org

2017 Advertising Rates

Inside Content/Non Cover Rates

| Inside Content/Non Cover | Full Page | Half Page | Quarter Page |
|-----------------------------------|-----------|-----------|--------------|
| Regular Rates | \$1,500 | \$1,000 | \$600 |
| Basic Business/Org Member | \$1,350 | \$900 | \$540 |
| Bronze Business/Org Member | \$1,275 | \$850 | \$510 |
| Silver Business/Org Member | \$1,200 | \$800 | \$480 |
| Platinum/Gold Business/Org Member | \$1,125 | \$750 | \$450 |
| Funding Ride | \$1,125 | \$750 | \$450 |

Cover Rates

| Cover | Back Cover ½ Page | Inside Front/Back Full Page | Inside Front/Back ½ Page |
|-----------------------------------|----------------------|-----------------------------------|--------------------------------|
| Regular Rates | \$2,000 | \$1,875 | \$1,250 |
| Basic Business/Org Member | \$1,800 | \$1,687 | \$1,125 |
| Bronze Business/Org Member | \$1,700 | \$1,593 | \$1,062 |
| Silver Business/Org Member | \$1,600 | \$1,500 | \$1,000 |
| Platinum/Gold Business/Org Member | \$1,500 | \$1,406 | \$937 |
| Funding Ride | \$1,500 | \$1,406 | \$937 |

Advertising Contract

You can submit your advertising contract by completing [this form](#).

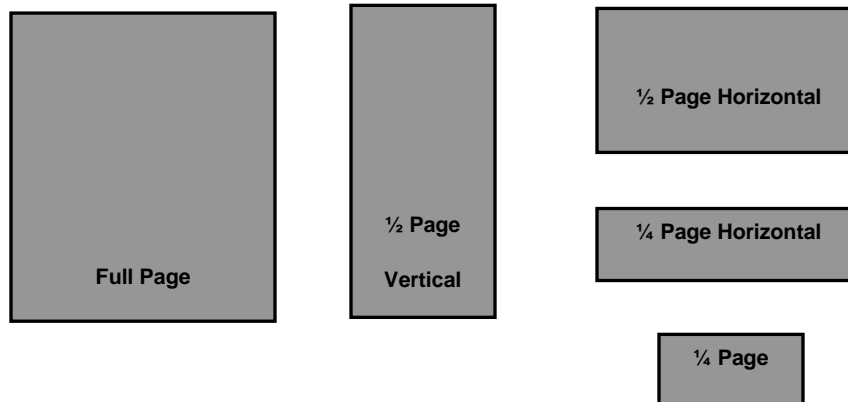
File Size Information

Please provide high-resolution files in electronic format. Specific file size for the appropriate advertisement size is provided below.

Design files must be received by February 15, 2017.



| Advertisement Size | Width X Depth(inches) |
|-------------------------------|---|
| Full Page | 7 ³ / ₈ x 10 |
| Half-Page (1/2) Vertical | 3 ¹ / ₂ x 10 |
| Half-Page(1/2) Horizontal | 7 ³ / ₈ x 4 ³ / ₄ |
| Quarter Page (1/4) Vertical | 3 ¹ / ₂ x 4 ³ / ₄ |
| Quarter Page (1/4) Horizontal | 7 ³ / ₈ x 2 ¹ / ₄ |



Thank you for supporting bicycling in Indiana with your advertisement in the 2017 Bicycle Indiana Resource Guide!

Bicycle Indiana
242 E. Market Street, Ste. 102
Indianapolis, IN 46204
317.466.9701

www.bicycleindiana.org | facebook.com/bicycleindiana | twitter.com/bicycleindiana