



Newsletter Advertising Information

About the *BICYCLIN* Newsletter

With 5,000 hardcopies of *BICYCLIN* distributed extensively throughout Indiana, 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 quarterly *BICYCLIN* Newsletter is packed with articles and resources for every bicycling enthusiast. It is distributed quarterly to IBC members, affiliates, bicycle retail shops, bicycle events, special non-bicycle events, government agencies and visitors bureaus throughout Indiana.

Join IBC and Save on Advertising Rates

Members of IBC will receive additional discounts on advertising rates in the hardcopy publication and on the IBC website.

Advertising Details

All ads should be acceptable electronic files (i.e. press quality PDF, Photoshop, Illustrator files, etc). 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 with the subject line being "2009 *BICYCLIN* Newsletter" 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



Newsletter Advertising Contract

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

Event/Organization/Business:				
Contact Name:				
Address:				
City/State/ZIP:				
Telephone:				
Fax:				
Email:				
Website:				
Date:				
<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>). <table style="margin-left: 40px; width: 80%; border: none;"> <tr> <td><input type="radio"/> Basic Level- \$50.00</td> <td><input type="radio"/> Bronze Level- \$250.00</td> </tr> <tr> <td><input type="radio"/> Silver Level- \$500.00</td> <td><input type="radio"/> Gold Level- \$1,000.00</td> </tr> </table>	<input type="radio"/> Basic Level- \$50.00	<input type="radio"/> Bronze Level- \$250.00	<input type="radio"/> Silver Level- \$500.00	<input type="radio"/> Gold Level- \$1,000.00
<input type="radio"/> Basic Level- \$50.00	<input type="radio"/> Bronze Level- \$250.00			
<input type="radio"/> Silver Level- \$500.00	<input type="radio"/> Gold Level- \$1,000.00			
Ad Size: <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				
Total Amount Due: \$				
<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				
Credit Card Number:				
Expiration Date:				
Signature:				

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

Indiana Bicycle Coalition, Inc. Newsletter

BICYCLIN

Newsletter Advertising Rates

<u>Issue</u>	<u>Issue Dates</u>	<u>Advertising & Editorial Deadline</u>	<u>Articles Due</u>
Winter	February	January 31	January 15
Spring	April	March 31	March 15
Summer	July	June 30	June 15
Fall	October	September 30	September 15

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

** Please contact us for advertising rates for less than four issues.*

