



2021 Bicycle Indiana Resource Guide Advertising Information

About the Bicycle Indiana Resource Guide

The Bicycle Indiana Resource Guide is distributed extensively throughout Indiana and neighboring states, and 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 of 12,000 is first quarter 2021; 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 will receive additional discounts on advertising rates and highlighted listings in the hard copy publication and on the Bicycle Indiana website and social marketing channels. Plus, membership shows your support for the mission and programs of Bicycle Indiana. Find out more about our organization on our website www.bicycleindiana.org

Bicycle Indiana Funding Ride events also receive discounted advertising rates and mention on our website and in social media.

Advertising Details

All ads should be electronic files and received by Bicycle Indiana no later than **December 31, 2020**.

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 nancy@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 nancy@bicycleindiana.org

2021 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 (\$100 per year)	\$1,350	\$900	\$540
Bronze Business/Org Member (\$250 per year)	\$1,275	\$850	\$510
Silver Business/Org Member (\$500 per year)	\$1,200	\$800	\$480
Gold Business/Org Member (\$1000 per year)	\$1,125	\$750	\$450
Titanium Business/Org Member (\$2500 per year)	\$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 (\$100 per year)	\$1,800	\$1,687	\$1,125
Bronze Business/Org Member (\$500 per year)	\$1,700	\$1,593	\$1,062
Silver Business/Org Member (\$1000 per year)	\$1,600	\$1,500	\$1,000
Platinum/Gold Business/Org Member (\$2500 per year)	\$1,500	\$1,406	\$937
Funding Ride	\$1,500	\$1,406	\$937

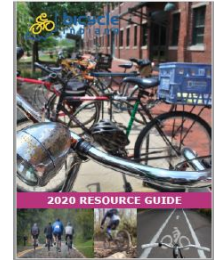
Advertising Contract

You can submit your advertising contract by contacting Nancy Tibbett at nancy@bicycleindiana.org.

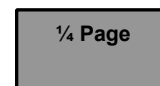
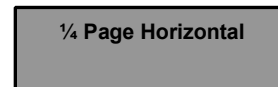
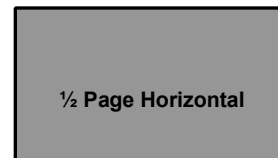
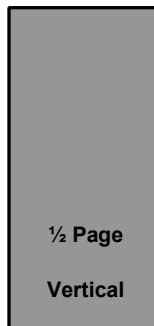
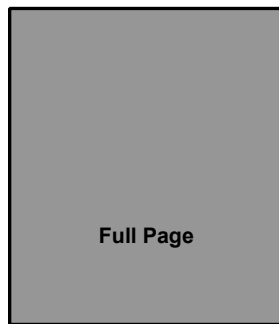
File Size Information

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 December 31, 2020.



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 2021 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