



MICHIGAN RIDE CALENDAR 2021 Advertising Guide



STAND OUT from the crowd

Early Bird Deadline
12/4/2020

ABOUT THE MICHIGAN RIDE CALENDAR

You won't find a better place to connect with cycling enthusiasts and promote your bicycle-related event or business than the League of Michigan Bicyclists' (LMB) *Michigan Ride Calendar*. LMB annually distributes 43,000 copies of the *Michigan Ride Calendar* throughout the state and beyond!

2021 marks the 37th year that LMB will coordinate and distribute this comprehensive calendar of Michigan bicycling events. Since 1984, our publication has been an essential resource used by event organizers to promote their rides and charity events. The *Michigan Ride Calendar* is the "go-to" resource for cyclists as they plan their riding seasons and schedule bicycle-related vacations. **For 2021, we're skipping our usual cost-of-printing increase in ad rates, and allowing additional time for ad and event submission to account for COVID-related uncertainties.**

The publication lists approximately 300 Michigan bicycling events including road and trail tours, charity rides, mountain biking, and cyclocross events, as well as competitive events such as races, time trials, and triathlons. From single-day to week-long rides, the *Michigan Ride Calendar* highlights events from all across Michigan — both large and small. The *Michigan Ride Calendar* spans all seasons: winter snow races, spring family fun rides, summer recreational tours, beautiful fall color rides and more.

LMB distributes the *Michigan Ride Calendar* extensively across Michigan at Welcome Centers and Convention & Visitors Bureaus, more than 225 bicycle shops and cycling clubs, and at numerous bicycle-related events throughout the year. LMB also mails copies of the *Michigan Ride Calendar* to all 2,000 LMB members and individuals requesting Michigan bicycle tourism information.

LMB's annual *Michigan Ride Calendar* is a full-color publication that bicyclists keep and refer to again and again, *ensuring that your ad will be viewed repeatedly throughout the year!*

Advertising revenue, in excess of the cost of publishing the *Michigan Ride Calendar*, supports LMB's efforts as a 501(c)(3) nonprofit to improve life through bicycling.

SPECIFICATIONS

Acceptable electronic files include press quality (300 dpi or greater) .pdf, .tiff, .psd, or .ai files. Ads created in Microsoft Word or Publisher will not print properly. If you are not able to meet these specifications, we are happy to design an ad for you. Please contact us if you have any questions about formatting. Please embed all fonts, logos, and other graphics or convert them to outlines. Make sure all elements of your advertisement are saved as CMYK. Please include a color printout of your ad with your signed contract.

Artwork needing alterations will be subject to additional charges.

Send electronic files via email attachment or download link to info@LMB.org, or contact LMB Communications Director Matt Penniman at 517-410-5499 or matt@LMB.org for other options.

EARLY BIRD DISCOUNTS

Receive up to \$150 off if you reserve your advertisement before 12/4/2020.

LMB MEMBER DISCOUNTS

LMB member clubs, shops, and organizations receive 10% off print advertising.

FREE & REDUCED WEB BANNER ADVERTISING OPPORTUNITIES AVAILABLE

ADVERTISING DEADLINES

- **Early Bird Discount Cut Off:**
12/4/2020
- **Final Ad Sales & Payment Due:**
12/21/2020
- **Final Art Due:**
1/04/2021
- **Publication Date:**
2/28/2021

ONLINE CALENDAR ADVERTISING RATES

LMB is now offering online advertising on our website, which averages more than 10,000 visits per month. Advertisements are on a month-to-month basis. You decide when and how long you want your ad to run.

Web advertisements will appear prominently on the online Ride Calendar page. Advertisements will rotate randomly at regular intervals. Your ad will include a link to the URL of your choice.

Web advertising rates are **\$50 per month** (with a three-month minimum).

- All \$1 Per Rider Events are eligible for a **FREE** web ad for three months.
- All advertisers who run a full-page ad in the print edition of the Ride Calendar are eligible for a **FREE** web ad for three months.
- Those who take out a half page (20 column inches) or larger ad in our print publication are eligible for **half off** our web pricing. (You pay \$25 per month.)
- **Art must be provided seven days prior to the 1st of the selected month that your advertisement is to appear.**
- Art must be saved at **225 pixels wide by 190 pixels tall** at 72 dpi, either as a .jpg or .png.

HAVE US DESIGN YOUR AD

Would you like help creating an ad? No problem! LMB can design one for you. Email Matt Penniman at matt@LMB.org for details.

LMB Design Fees Per Ad:

| | |
|------------------------|-------|
| Up to 20 Column Inches | \$95 |
| 21 - 30 Column Inches | \$135 |
| Full Page | \$170 |
| Web Banner Ads | \$95 |

TERMS & CONDITIONS

Contracts: A signed 2021 Ride Calendar Contract is required for placement of ads in the Ride Calendar or on the LMB website.

Payment: Advertisers are required to pay in advance.

Acceptance: LMB reserves the right to refuse any advertisement deemed unacceptable. Photos used in advertisements must show bicyclists following all Michigan bicycling laws. We will not print advertisements that use photos of cyclists riding more than two abreast. We also strongly encourage you to select photos that show people wearing helmets (if they are actively riding).

QUESTIONS

Please contact:

League of Michigan Bicyclists
517-410-5499 (cell for Matt Penniman)
advertising@LMB.org

“Our ad in the LMB Ride Calendar accounted for 75% of our sales, and helped bring customers from other states including Florida, Virginia, Pennsylvania, Ohio, Indiana, Illinois, Nebraska and Colorado. We'll definitely be advertising with LMB again! ”

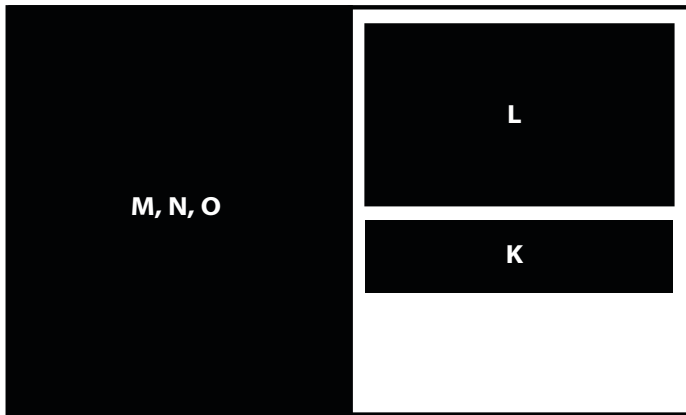
~ Jim Plaunt
Bike Tour Vacations LLC

“Motor City Tour Company promoted our guided Detroit bike tours in the League of Michigan Bicyclists' annual Ride Calendar for the first time in 2013. We received an increase in ticket sales as soon as the publication was delivered to homes and businesses. We are extremely happy with the response we received from our advertisement and plan to support the League of Michigan Bicyclists by continuing to promote our events with advertisements in future editions. ”

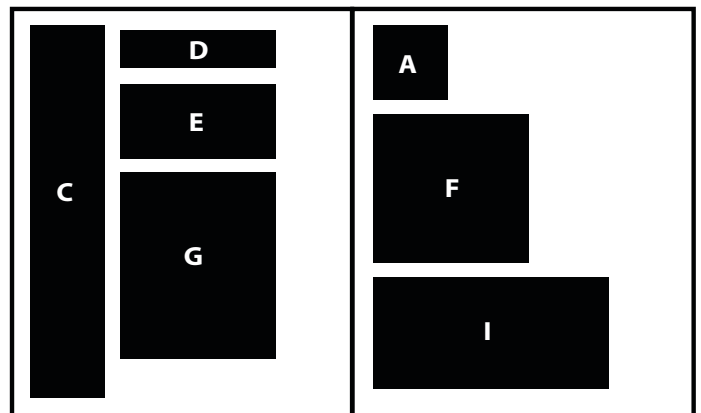
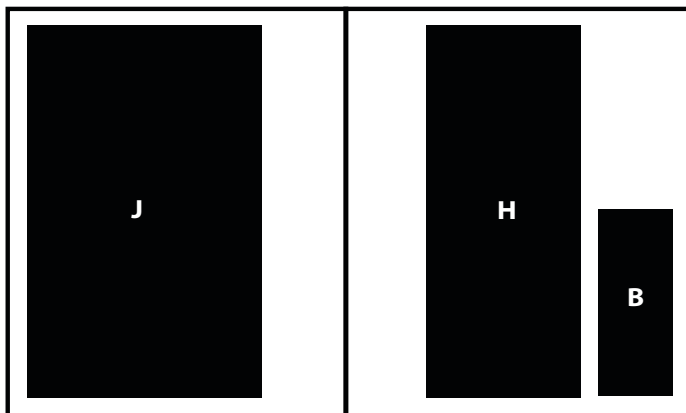
~ Steve Johnson
Motor City Tour Company

AD SIZES & RATES

| | Ad Size | Dimensions | Rates | | | |
|--------------------------------|---|-------------------|----------------|--------------------|---------------------------|--|
| | | | Standard Price | Early Bird * Price | 10% Discount Member Price | Early Bird * + 10% Member Discount Price |
| ONE COLUMN AD OPTIONS | | | | | | |
| A | 2 Column Inch | 1.86" W x 2" H | \$215 | \$205 | \$195 | \$185 |
| B | 5 Column Inch (1/8 Page) | 1.86" W x 5" H | \$530 | \$505 | \$475 | \$475 |
| C | 10 Column Inch (1/4 Page) | 1.86" W x 10" H | \$1,040 | \$985 | \$935 | \$935 |
| TWO COLUMN AD OPTIONS | | | | | | |
| D | 2 Column Inch | 3.86" W x 1" H | \$215 | \$205 | \$195 | \$185 |
| E | 4 Column Inch (1/10 Page) † | 3.86" W x 2" H | \$420 | \$400 | \$380 | \$360 |
| F | 8 Column Inch (1/5 Page) | 3.86" W x 4" H | \$830 | \$785 | \$745 | \$710 |
| G | 10 Column Inch (1/4 Page) | 3.86" W x 5" H | \$1,040 | \$985 | \$935 | \$885 |
| H | 20 Column Inch (1/2 Page) ^ | 3.86" W x 10" H | \$1,575 | \$1,495 | \$1,415 | \$1,345 |
| THREE COLUMN AD OPTIONS | | | | | | |
| I | 9 Column Inch | 5.86" W x 3" H | \$890 | \$850 | \$805 | \$760 |
| J | 30 Column Inch (2/3 Page) ^ | 5.86" W x 10" H | \$2,150 | \$2,045 | \$1,935 | \$1,835 |
| FOUR COLUMN AD OPTIONS | | | | | | |
| K | 8 Column Inch (1/5 Page) | 7.88" W x 2" H | \$830 | \$785 | \$745 | \$710 |
| L | 20 Column Inch (1/2 Page) ^ | 7.88" W x 5" H | \$1,575 | \$1,495 | \$1,415 | \$1,345 |
| FULL PAGE AD OPTIONS ^^ | | | | | | |
| M | 40 Column Inch (Full Page) | 8.5" W x 11" H ** | \$2,255 | \$2,140 | \$2,030 | \$1,930 |
| N | 40 Column Inch (Inside Front Cover Premium) *** | 8.5" W x 11" H ** | \$2,805 | \$2,665 | \$2,520 | \$2,395 |
| O | 40 Column Inch (Back Page Premium) *** | 8.5" W x 11" H ** | \$3,110 | \$2,950 | \$2,800 | \$2,655 |
| P | 80 Column Inch (Center Spread Premium) *** | 17" W x 11" H ** | \$5,000 | \$4,700 | \$4,500 | \$4,230 |



*** Reserve before 12/4/2020 for Early Bird Rates**
**** Include an additional 1/8" on all sides if art bleeds**
***** Only one ad spot available for options N, O, and P — First-Come First-Served**
† Special \$250 rate available for first 10 bike shops
^ Ads 20 column inches or larger are eligible for 1/2 off online advertising
^^ Full page advertisers are eligible for free online ads
Contact LMB for custom size and price options





2021 Ride Calendar Advertising Contract

- Early Bird Discount Cut Off: 12/4/2020
- Reservation & Payment 12/21/2020
- Final Print Art Submission: 1/04/2021

Please print carefully and complete all information.

| | |
|-----------------------------|--------|
| Company / Club / Org. Name: | |
| Event Name (if applicable): | |
| Advertiser Contact Name: | |
| Billing Address: | |
| City/State: | ZIP: |
| Phone: | Email: |

Print Size Option (Circle): A B C D E F G H I J K L M N Dimensions: _____

Discounts: Early Bird Rate (Payment must be received on or before 12/4/2020)

Member 10% Off (You may add/renew your LMB membership below)

Total Print Ad Rate: \$ _____

Design Fees (For those having LMB create their advertisements; contact matt@lmb.org)

| | |
|---|-------|
| <input type="checkbox"/> Up to 20 Column Inches | \$95 |
| <input type="checkbox"/> 21 - 30 Column Inches | \$135 |
| <input type="checkbox"/> Full Page | \$170 |
| <input type="checkbox"/> Web Banner Ad | \$95 |

Website Banner Ad Details & Options

Select the months for when you want your ad to appear (3 month minimum):

Jan. 2021 Feb. March April May June July Aug. Sept. Oct. Nov. Dec. Jan. 2022

of months _____ x \$50 per month = \$ _____ URL to link: _____

of months _____ x \$25 * per month = \$ _____

of months _____ x \$0 ** per month = \$ _____

- Three month minimum for web banner ads
- Web ad size: 225 pixels wide by 190 pixels tall at 72 DPI
- It is your responsibility to submit art at least seven days prior to the 1st of the selected month that your advertisement is to appear
- **You must submit separate web art** (we will not re-size/convert your print ad into a web banner)
- Member discounts do not apply to web banner ads

* Those who take out a 1/2 page ad (20 column inches) or larger in print publication are eligible for 1/2 off (\$25 per month) web advertising for three months. Additional months may be purchased at the \$50 per month rate.

**\$1 Per Rider Events and advertisers who run full-page ads in the print version of the Ride Calendar are eligible for a FREE web ad for three months.

Add/Renew LMB Membership (\$100)

Total Amount Due (could include: print ad + web ad + design fees + membership) = \$ _____

Check (payable to League of Michigan Bicyclists)

Credit Card: Visa Master Card Discover American Express

Credit Card Number: _____ Expiration Date: _____

Signature: _____

I have included a color print out of my advertisement.

Return contract and payment to:
League of Michigan Bicyclists, c/o John Lindenmayer
2215 Tulane Dr, Lansing, MI 48912