2027 ADVERTISING CONTRACT

Ride Calendar · Website · E-News

EARLY BIRD 10% OFF
BOOK & PAY BY JAN. 8, 2027

Complete this form, save it, and email it to **advertising@LMB.org**. Rates, ad specs and terms are in the **2027 LMB Advertising Guide**. Ads can start any month of 2027, as long as we receive your contract and artwork by the deadlines in section 6.

1. ADVERTISER

COMPANY / CLUB / ORGANIZATION

EVENT NAME (IF ANY)

CONTACT NAME

EMAIL

PHONE

BILLING ADDRESS

CITY

STATE

ZIP

WEBSITE

☐ LMB member ☐ Joining or renewing with this order ☐ Dollar Per Rider event ☐ Member bike shop

☐ Advertised in 2026 (Founding Advertiser)

2. RIDE CALENDAR AND WEBSITE ADS

Check one run length per ad

AD	3 MO.	6 MO.	9 MO.	12 MO.	START MONTH	LIST PRICE
SIDEBAR PLACEMENTS (STICKY)						
A **Sidebar Rectangle** (6:5)	☐ $300	☐ $500	☐ $750	☐ $950		
B **Sidebar Tall** (1:2)	☐ $450	☐ $800	☐ $1,200	☐ $1,500		
TRAY PLACEMENTS						
C **Tray Rectangle** (6:5)	☐ $225	☐ $400	☐ $625	☐ $750		
D **Billboard** (tray + website)	☐ $250	☐ $450	☐ $725	☐ $900		

Two or more items from A–F in one order is a combo: members 15% off, non-members 10% off (see section 4).

3. FEATURE ARTICLES, E-NEWS AND DESIGN

OPTION	RATE	MONTH(S), OR AD (A–D) TO DESIGN	PRICE
☐ E **Custom feature article** — 750 words, up to 3 photos	$650 first; $300 each additional (up to 3)		
☐ F **E-news sponsorship** — top of the monthly e-newsletter	$500 per issue		
☐ **Ad design by LMB** — one shape, 2 rounds of changes; request 45+ days before start	$125; 2nd shape $75; extra round $25		

Feature article and e-news content is due 14 business days before it runs. LMB reviews, edits and approves all content.
No limit on combinations: select as many options as you like, or contact us to talk through your plan.

4. YOUR PRICE, STEP BY STEP

A. List price total (items A–F)

B. One special rate, whichever saves more:

☐ Member 10% ☐ Member DPR 12%
☐ Non-member DPR 7% ☐ Member combo 15%
☐ Non-member combo 10% ☐ Bike Shop Rate

Price after B

C. Early bird or Founding Advertiser 10%

Price after C

D. Design fee and membership dues (if any)

Total due

How discounts work

- One special rate per order, whichever saves more. Then the early bird or Founding Advertiser discount.
- Discounts apply one after another, not added together. 15% then 10% is 23.5% off, not 25%.
- Early bird: orders placed and paid by Jan. 8, 2027. Founding Advertisers (2026 advertisers) get it all year. One 10% discount, not two.
- **Combo:** any two or more items from A–F in one order.
- **Dollar Per Rider events:** 12% off for members, 7% for non-members. Combos get the combo rate.
- **Bike Shop Rate:** each 12-month ad. Member shops pay the 6-month price, non-member shops the 9-month price. No combo or other discounts.

Example: a member orders A + C for 12 months, early. $950 + $750 = $1,700 list → $1,445 member combo → **$1,300.50** early bird.

5. AD DETAILS

LANDING PAGE URL(S) — FULL ADDRESS, STARTING WITH HTTPS://

NOTES OR SPECIAL REQUESTS

6. DEADLINES

- **Contract, payment and artwork:** 10 business days before the 1st of your start month.
- **Late artwork:** 5 to 9 business days before, accepted with a 5% late fee.
- **Too late:** fewer than 5 business days before; not accepted for that month.
- **Early bird:** place and pay by Jan. 8, 2027.
- **Feature article or e-news content:** 14 business days before it runs.

7. ARTWORK CHECKLIST

- Rectangle (sidebar or tray): 600 × 500 px, under 160 KB
- Sidebar Tall: 600 × 1200 px, under 250 KB
- Billboard: 1940 × 500 px, under 250 KB
- JPG or PNG, no animation, one ad per file
- Name files with your business, ad shape and year
- **Email artwork to advertising@LMB.org**

8. PAYMENT

☐ **Check**, payable to League of Michigan Bicyclists ☐ **Card:** email me a secure payment link (3% processing fee)

Mail checks to **League of Michigan Bicyclists, 416 S. Cedar St., Ste. A, Lansing, MI 48912**. Full payment is due before your ad runs. For your security, do not write card numbers on this form.

9. TERMS

- A signed contract and full payment are required before any ad runs. We hold your space once both are received.
- **Right to refuse:** LMB reviews every ad before it runs and may refuse any ad that does not fit our mission, values or community standards. This includes misleading information, inappropriate content, and photos of riders breaking Michigan bicycling laws, such as riding against traffic or more than two abreast on the road. We strongly encourage photos of riders wearing helmets.
- **Artwork:** Ads must meet the specifications in the 2027 LMB Advertising Guide. If your files require changes, we can send them back to you or make the edits for a fee. The deadlines above still apply.
- **Run dates:** Your ad runs only between the start and end dates of your run. Ads share each space in rotation, so no ad is guaranteed a set position or number of views.
- **Cancellations:** Payments are non-refundable within 30 days of your start date.

10. SIGNATURE

My signature confirms that:

- I have read and accept this order and the terms in this contract and the 2027 LMB Advertising Guide.
- I own or have permission to use everything in my ad, including photos, logos and text, and I am responsible for my ad and the page it links to.

SIGNATURE (TYPE YOUR FULL NAME TO SIGN) | TITLE | DATE

Return this form by email to **advertising@LMB.org**, or by mail to League of Michigan Bicyclists, 416 S. Cedar St., Ste. A, Lansing, MI 48912. Questions? Call 517-334-9100.

LMB OFFICE USE

RECEIVED | PAID / METHOD | ARTWORK RECEIVED | LOADED / RUN DATES | INITIALS