

## 2008 ADVERTISING INFORMATION for the Bicycle Federation of Wisconsin's *Ride Guide*

The Bicycle Federation of Wisconsin *Ride Guide* is a 50+ page booklet with an attractive full color cover. Distribution of 12,000 copies throughout the 5 states immediately neighboring Wisconsin occurs immediately after publication and throughout the summer. The *Ride Guide* is mailed directly to all Bicycle Federation of Wisconsin members, and distributed free at bicycle shows, events, bicycle shops, and to bicycle clubs.

A 1/4-page ad costs about two cents per bicyclist reader, and most readers see each ad many times since they refer to the *Ride Guide* throughout the season. It's a cost-effective way to let bicyclists know about your event, area or business.

### Reserve Space:

Complete and return the enclosed advertising reservation form to:

**BFW – Ride Guide, PO Box 1224, Madison, WI 53701-1224, or fax to 608-251-4594**  
as soon as possible. Call **608-251-4456**, or email [nancy@bfw.org](mailto:nancy@bfw.org) with questions.

*Special position full pages are sold on a first come first serve basis, with first right of refusal from place holder from the previous year who must respond by January 15, 2008.*

### Deadline for Ad Artwork/copy: Feb 22 (Feb 1 for Early Bird rates)

### Ad Formats:

All ads should be **camera-ready hardcopies** or **electronic files** received by BFW **absolutely no later than February 22, 2008.**

Complete and appropriately formatted ads (that need no further design or production) must be **in** our office by **February 1, 2008** to qualify for the Early Bird rates.

**Camera Ready hardcopy** means that the ad should be a very high quality printout and actual size. Note that color photos or grayscale tones reproduce best from electronic files. Photos should be saved at resolution of 250-350 ppi at their final output size for best reproduction.

**Electronic files** should be sent via e-mail (or CD) in **PDF or PDF/X** (Adobe Acrobat) or **EPS** (Encapsulated PostScript) file formats. Please embed fonts or convert them to outlines. Please make sure all elements are CMYK for color ads, or grayscale for black and white ads.

Please contact us as soon as possible if you would like to provide anything in a format other than the above. Black and white ads will be printed on uncoated text-weight stock, and color ads will be printed on glossy text-weight stock.

We will provide bids on a per-case basis for any ad that requires design or significant correction. The Bike Fed will not be making any profit from these services (provided by our contracted graphic designer), and we (and he) would rather receive ads ready to go. These charges do not apply to changing the dates on an ad you placed with us last year.

If you want us to provide a PDF or fax proof of your ad before it goes to press, please specify where you'd like the proof to be emailed or faxed.

**Any questions? Please call 608-251-4456 or email [nancy@bfw.org](mailto:nancy@bfw.org).** 11/11/2007