

NOW,
SIX ISSUES
PER YEAR!



League of
American
Bicyclists

AMERICAN bicyclist

Advertising Rates & Information

why advertise?

statistics

Our readers are the **most committed, high-income consumers** in the cycling market:

- 38% have incomes over \$75,000.
- Our members' **median income is \$92,188.**
- 82% have at least three bikes in their household. (41% have five or more!)
- 41% plan to buy a new road bike in the next two years.
- 21% plan to buy a new mountain bike in the next two years.
- 78% enjoy cycling vacations and bicycle tours in the U.S. and worldwide.
- 79% belong to local clubs and/or advocacy organizations.
- 80% ride at least 100 miles per month.



Members of the League of American Bicyclists are dedicated to cycling.



They have large disposable incomes.



They read the League's publications thoroughly.

Paid Circulation

American Bicyclist magazine readers are cycling enthusiasts, and depend on their League membership status to receive the *American Bicyclist* magazine for its in-depth coverage of legislation, educational programs and advocacy strategies in action. In addition, all 535 members of Congress receive courtesy copies of the magazine to keep them up to date on the latest issues facing cyclists. *American Bicyclist* is the authoritative source for 40,000 cycling enthusiasts and more than 300,000 affiliated cyclists.

Our membership is the perfect audience for your products. There are three improved, versatile ways to reach the League's members.



- 1 Our bi-monthly publication, *American Bicyclist*, has been retooled to speak more clearly to today's cyclists and their issues and concerns. Planned feature stories include spotlights on bicycle friendly employers, member profiles of fascinating cyclists, tips on how to get more speed out of your bike, the best rides around the country, and more.
- 2 The bi-weekly electronic newsletter, *American Bicyclist Update*, features timely information about local and national events and news about how the League is helping cyclists every day. More than 20,000 cycling enthusiasts see this publication every two weeks.
- 3 The Web site, www.bikeleague.org has more than 100,000 unique visitors each month. It is an increasingly popular place for cyclists to find out news, see where local rides will be held, learn about bicycle friendly communities, and more. Look for the new Web site coming soon.

The League focuses its energy on promotion, advocacy and education. Through our training courses, we reach cyclists across the nation. Through our strong advocacy on Capitol Hill and in the states, we help fund more and better biking for people all across America. Through our promotional efforts, we emphasize how cycling helps people get fit, feel great, and have fun.

Be a part of the League of American Bicyclists team — sign up today to advertise in our publications. For more information, contact Elizabeth Preston at 202-822-1333.



advertising prices

Cover Premiums

Back Cover	4-color	\$3,500
Inside Back		\$2,750
Inside Front		\$3,000

Ad size

Two-page spread	4-color	\$4,500	b&w	N/A
Full-page		\$2,500		\$1,900
Half-page (vertical, horiz., island)		\$1,500		\$1,000
Third-page (vertical, square, horiz.)		\$1,000		\$750
Quarter-page		\$750		\$550
One-sixth-page (vertical, horiz.)		\$500		\$350

eNewsletter sponsorship

120 pixels x 120 pixels	24x/year	\$4,500	per ad	\$200
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Web site ad

Site Sponsorship - ad always shows up on screen (120 pixels x 120 pixels)	Full year	\$5,000
Rotating 3-second Ad - rotates with other ads (120 pixels x 120 pixels)		\$1,500

material specs

Files are accepted in all graphic formats; print quality PDFs, InDesign, Quark, PhotoShop, or Illustrator for Mac or PC. If you have specific questions about how to send your file, contact Elizabeth Preston at elizabeth@bikeleague.org.

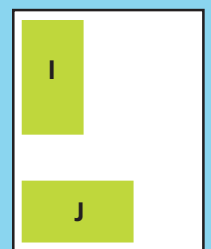
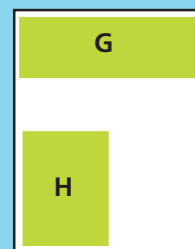
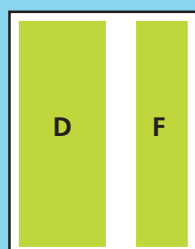
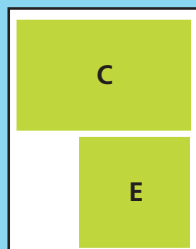
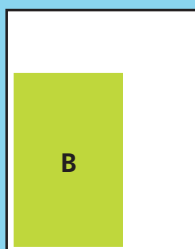
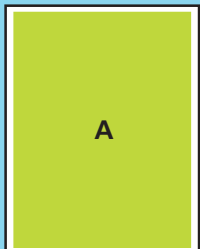
ad design

The League will help you design your ad free of charge. Contact Elizabeth Preston at 202-822-1333 for more information.

magazine ad sizes

Trim size	8 1/4 W x 10 3/4 H
Live Area	7 1/4 W x 9 3/4 H
Two-page spread (full bleed*)	16 3/4 W x 11 H
Full-page (full bleed*)	8 1/2 W x 11 H
A. Full-page	7 1/4 W x 9 3/4 H
B. Half-page island	4 3/4 W x 7 1/4 H
C. Half-page horizontal	7 1/4 W x 4 3/4 H
D. Half-page vertical	4 3/4 W x 7 1/4 H
E. Third-page square	4 1/2 W x 4 1/2 H
F. Third-page vertical	2 3/4 W x 9 3/4 H
G. Third-page horizontal	7 1/4 W x 3 1/4 H
H. Quarter-page vertical	3 5/8 W x 4 3/4 H
I. One-sixth-page vertical	2 1/4 W x 4 1/2 H
J. One-sixth-page horizontal	4 1/2 W x 2 1/4 H

* No extra charge for bleeds or oversize



ad contract

AMERICAN BICYCLIST INSERTION AGREEMENT

Please print carefully and complete all information. Return form, with payment, to the League at the address below.

Company Name	
Contact Name	
Billing Address	
City/State/Zip	
Phone	
Fax	
E-mail	
Signature	
Date	

American Bicyclist:	<input type="checkbox"/> 1 issue	<input type="checkbox"/> 3 issues - half year (10% discount)	<input type="checkbox"/> 6 issues - full year (15% discount)								
In issue(s):	<input type="checkbox"/> Jan/Feb	<input type="checkbox"/> Mar/Apr	<input type="checkbox"/> May/June	<input type="checkbox"/> July/Aug	<input type="checkbox"/> Sept/Oct	<input type="checkbox"/> Nov/Dec					
Size and Orientation:	<input type="checkbox"/> full-page	<input type="checkbox"/> two-page spread	<input type="checkbox"/> half-page (vertical)	<input type="checkbox"/> half-page (horiz.)	<input type="checkbox"/> half-page (island)	<input type="checkbox"/> third-page (vertical)	<input type="checkbox"/> third-page (horiz.)	<input type="checkbox"/> third-page (square)	<input type="checkbox"/> quarter-page (vertical)	<input type="checkbox"/> one-sixth-page (vertical)	<input type="checkbox"/> one-sixth-page (horiz.)
Color:	<input type="checkbox"/> four-color	<input type="checkbox"/> black & white									
Cover Premium:	<input type="checkbox"/> back cover	<input type="checkbox"/> inside front cover	<input type="checkbox"/> inside back cover								
eNewsletter sponsorship:	<input type="checkbox"/> 24 times/year (\$4,500)	<input type="checkbox"/> one-time (\$200)									
Website Ad:	<input type="checkbox"/> site sponsorship (\$5,000)	<input type="checkbox"/> rotating 3-second ad (\$1,500)									
Cost per insertion:											
Magazine \$ _____	E-Newsletter \$ _____	Web site \$ _____									
TOTAL AMOUNT DUE \$ _____											
<input type="checkbox"/> Check enclosed (payable to the League of American Bicyclists)	<input type="checkbox"/> VISA	<input type="checkbox"/> MasterCard									
<input type="checkbox"/> Please invoice my company after each issue.											
Card Number	Exp. Date										
Signature											



Unless specified, all positions are run-of-book. A 10% discount for ads in three consecutive issues; 15% discount for ads run in all six issues. **First-time and classified advertisers must prepay for their first insertion prior to art deadline.**

Return form and payment to Elizabeth Preston at: League of American Bicyclists
1612 K Street, NW Suite 800 Washington DC 20006
phone 202-822-1333 fax 202-822-1334 www.bikeleague.org