

cycling utah

2012 MEDIA KIT

**DIRT
PAVEMENT
ADVOCACY
RACING
TOURING
TRIATHLON
COMMUTING**

- Print Ad Rates
- Publication Schedule
- Website Ad info
- Rocky Mountain Tour and Race Guide
- Flier Distribution
- About Us

cycling utah

2012 Media Kit

We appreciate your interest in advertising in **cycling utah**.

cycling utah is published eight months a year, March through October. We print and distribute 11,000 -15,000 copies of each issue. These are distributed throughout Utah, Wyoming, Idaho, western Colorado, and Nevada at bike shops, high traffic locations, and various cycling events. **cycling utah** is the primary source for cycling news, information and events in the mountain west region since 1993. We regularly feature articles on trails, advocacy and events, great photos, and the only comprehensive cycling event calendar in the region. Our readers range from recreational cyclists to racers, mountain bikers to touring cyclists, and the young to young-at-heart.

Advertising in **cycling utah** is a great way to promote your business to a dynamic and mobile readership. **cycling utah** is the hub for our cycling community. Your advertising supports **cycling utah**'s role in strengthening our cycling community, which in turn helps grow your business.

For a sample copy, please call us and we can send you one. Or, download our current issue at cyclingutah.com.

2012 Advertising Rates For Camera-Ready Ads

OPEN RATE

\$23 per column inch

DISCOUNT RATE

3 Issues, Events, Non-profits

\$22 per column inch

BETTER RATE

6 issues (3 issue rate for events)

\$20 per column inch

FULL CONTRACT RATE

All 8 Issues (6 issue rate for events)

\$19 per column inch

(all rates are non-commissionable)
(Rates for ads 1/2 page and larger are discounted further. See next page for ad sizes and rates).

COLOR RATE

Spot or 4-color

+ 25%

Placement limited to center spread, back page, and other color pages to be determined.

SHOP DIRECTORY LISTING

For All Issues

including the **cycling utah** web site

\$140

(One-time charge)

WEBSITE

Advertise on the World Wide Web at www.cyclingutah.com

Banner ads: start at \$50 month.

Rates are monthly and

subject to change.

(see page 5 for details)

If you would like a web page for your business or event, we can provide this.

\$50 per hour for design

Hosting on the **cycling utah** web site is available.

MOUNTAIN WEST BICYCLING JOURNAL

cycling utah will publish eight times in 2012 beginning in March and concluding in October.

DEADLINES

Advertising deadlines (subject to change) for publication year 2012 are as follows:

March Issue

Space	Ad	Publication
Reservation	Copy	Date
2/1	2/8	2/18

April Issue

Space	Ad	Publication
Reservation	Copy	Date
3/14	3/21	3/31

May Issue

Space	Ad	Publication
Reservation	Copy	Date
4/11	4/18	4/28

June Issue

Space	Ad	Publication
Reservation	Copy	Date
5/9	5/16	5/26

July Issue

Space	Ad	Publication
Reservation	Copy	Date
6/13	6/20	6/30

August Issue

Space	Ad	Publication
Reservation	Copy	Date
7/11	7/18	7/28

September Issue

Space	Ad	Publication
Reservation	Copy	Date
8/15	8/22	9/1

Fall/Winter Issue

Space	Ad	Publication
Reservation	Copy	Date
9/26	10/3	10/13

cycling utah

• P.O. Box 57980 • Murray, UT 84157-0980 • (801) 268-2652 • FAX (801) 263-1010

For advertising information contact Dave Iltis • (801) 328-2066 or (801) 268-2652 or dave@cyclingutah.com

www.cyclingutah.com

DISPLAY AD RATES (prices are per issue)

AD SIZE	Width ↔	Height ↑ ↓	Open Rate	Discount	Better	Full Contract	Add Color (+25%)	
			(1x)	(3x)	(6x)	(8x)		
Spread	21 in.	10 in.	\$2350	\$2200	\$2050	\$1900	+\$580-425	(+25%)
Full Page	5 cols.	14 in.	\$1350	\$1250	\$1100	\$1000	+\$338-250	(+25%)
3/4 Page	5 cols.	10 1/2 in.	\$1075	\$1025	\$925	\$900	+\$269-225	(+25%)
	4 cols.	13.5 in.						
2/3 Page	5 cols.	9 in.	\$940	\$895	\$815	\$795	+\$235-199	(+25%)
	4 cols.	11.2 in.						
3 full	3 cols	13.5 in.	\$850	\$810	\$730	\$690	+\$213-173	(+25%)
1/2 Page	5 cols.	7 in.	\$795	\$760	\$690	\$655	+\$199-164	(+25%)
	4 cols.	9 in.						
	3 cols.	12 in.						
2 full	2 cols.	13.5	\$621	\$594	\$540	\$513	+\$155-128	(+25%)
	5 x 5	5 in.	\$575	\$550	\$500	\$475	+\$144-119	(+25%)
1/3 Page	4 cols.	6 in.	\$552	\$528	\$480	\$456	+\$138-114	(+25%)
	3 cols.	8 in.						
	2 cols.	12 in.						
1/4 Page	4 cols.	4 1/2 in.	\$414	\$396	\$360	\$342	+\$104-86	(+25%)
	3 cols.	6 in.						
	2 cols.	9 in.						
1/6 Page	4 cols.	3 in.	\$276	\$264	\$240	\$228	+\$69-57	(+25%)
	3 cols.	4 in.						
	2 cols.	6 in.						
1/8 Page	3 cols.	3 in.	\$207	\$198	\$180	\$171	+\$52-43	(+25%)
	2 cols.	4 1/2 in.						
	1 col.	9 in.						
1/16 Page	2 cols.	2.25 in.	\$103.50	\$99	\$90	\$85.50	+\$26-22	(+25%)
	1 col.	4.5 in.						
1 x 2	1 col.	2 in.	\$46	\$44	\$40	\$38	+\$12-10	(+25%)

OTHER AD SIZES ARE AVAILABLE. PLEASE CALL FOR INFORMATION. WE CAN TAILOR AN AD TO FIT YOUR BUDGET OR YOUR LAYOUT.

Mechanical dimensions

Camera-ready and Digital artwork

(Column widths in inches)

1 col. = 1.867 in.

2 col. = 3.9 in.

3 col. = 5.933 in.

4 col. = 7.967 in.

5 col. = 10 in.

Total image area of full page: 10 in. x 14 in.
Halftones 100 Line Screen

CLASSIFIED ADVERTISING

Classified advertising is available in **cycling utah**.

Individual Rates: \$19 per month for up to 30 words. \$36 for 31-50 words. Limit 50 words.

Commercial rates: \$23 per month for up to 30 words and \$43 for 31-50 words. Limit 50 words. Commercial accounts will have the business name in bold face and borders upon request.

Payment must accompany advertising copy. No billing will be done. **cycling utah** reserves the right to refuse any ad that contains copy in poor taste or is libelous in nature. Notify us within 7 days of publication of any typographical error that may reduce the value of the ad. Credit will be given to correct these errors. Sorry, no cash refunds.

Advertising deadlines are approximately the 20th of the month (see deadlines on preceeding page).

cycling utah

• P.O. Box 57980 • Murray, UT 84157-0980 • (801) 268-2652 • FAX (801) 263-1010

For advertising information contact Dave Iltis • (801) 328-2066 or (801) 268-2652 or dave@cyclingutah.com

www.cyclingutah.com



Camera-ready formats:

**Computer disk or email (preferred)
High quality printout (will be scanned)
PMT or velox or Negative (Additional Charge)**

Digital ads are preferred via email. Please call with any questions.

cycling utah is produced on a Macintosh using Adobe Indesign. Readable disks include CD or DVD. Please include your return address on submitted disks.

Artwork charges will apply to camera-ready ads of such quality that warrants make-over.

Mechanical dimensions

Camera-ready and Digital artwork (Column widths in inches)

1 col. =	1.867 in.
2 col. =	3.9 in.
3 col. =	5.933 in.
4 col. =	7.967 in.
5 col. =	10 in.

Total image area of full page: 10 in. X 14 in.
Halftones 100 Line Screen

Ad File Formats

PDF Settings - Embed all fonts, press optimized. PDF - x/1a or Press Optimized PDF preferred.

Tiff Settings - 200 dpi or greater, CMYK color or Grayscale. Mac compatible, no compression.

JPG Settings - 200 dpi or greater, RGB color or grayscale, highest quality.

EPS Files - All images should be CMYK.

Illustrator - Outline all fonts.

Other formats are accepted. Please contact us for details. A hard copy or scanned proof may be required with other formats.

EVENT PROMOTERS

cycling utah provides advertising space for bicycle event promoters at the Discount Rate. 3 or more issues qualify at the Better Rate. 6 or more qualify at the Full Contract Rate. Promoters are encouraged to provide camera-ready ads. Artwork charges will be applied when necessary.

FLIER DISTRIBUTION

cycling utah will also deliver brochures, posters, or flyers to bicycle shops in Utah and Idaho. (Display of flyers at shops is at the discretion of shop owners.)

Pricing (subject to change):

Zone 1: Wasatch Front (Provo, Salt Lake, Ogden, Logan, and Park City). Approximately 90 locations.

\$135 in conjunction with an ad

\$175 without an ad

Zone 2: Bike shops in the rest of Utah, S. Idaho, W. CO, WY, E. NV. Approximately 110 locations. W. NV •Reno/Tahoe available (call for quote). •Utah Only (call for quote).

\$195 in conjunction with an ad

\$235 without an ad

[Rates are for the first item. Additional items are billed at 1/2 price.]

Flier and Poster Requirements

Fliers must be bundled in groups. We recommend 10-15 fliers per shop. Folded fliers may be rubberbanded. Sheet fliers (i.e. 8.5 x 11) must be binder-clipped.

Posters: Posters are charged the same rate as fliers. Hanging of posters is left to the discretion of the shop owner. We recommend 1 poster per shop.

Zone 1: Posters may be delivered to us unfolded.

Zone 2: Posters must be folded to 8.5 x 11 or smaller.

Deadline for flyers is the same as the monthly Ad Copy deadline to insure delivery. Flyers will be delivered with the monthly issue of the paper. No other deliveries will be made until the next monthly issue.

Fliers should be dropped off or sent to our office:

4543 S. 700 E., Suite 200,
Salt Lake City, UT 84107

If you need directions, please call. The parking lot entrance is on 700 E.

INSERTS

We can insert your brochure in each copy of the paper. Call for a quote.

CIRCULATION

cycling utah is a free publication. We circulate 11,000 - 15,000 copies per issue (plus ~1000 downloads/month on our website) to over 250 locations in Utah, Idaho, Wyoming, Montana, and western Colorado including 150 high-traffic locations along Utah's Wasatch Front. Locations include bike shops, bookstores, fitness centers, coffee shops, and restaurants. We also distribute papers at many major Utah cycling events. Issues are also posted as pdf's on our website. Subscriptions are available for \$20/year.

ADVERTISING GUIDELINES

All advertising must be in good taste as to subject matter, illustrations and wording. Advertising that is considered offensive, misleading or detrimental to the public, the magazine or another advertiser will be refused publication.

cycling utah is responsible for the first insertion of any advertisement unless the advertisement has been submitted camera ready or has been approved by the advertiser.

If an error occurs, we will correct or reprint only the portion of the ad that was in error. If an error does not affect the ad value, no correction will be made.

cycling utah assumes no responsibility for errors after the first insertion. Advertisers must contact **cycling utah** of an error within 10 days after publication. It is the responsibility of the advertiser to check their ad for errors.

Proofs of advertisements will be provided upon request for the purpose of correcting typographical errors. Major copy changes after proof are not permitted. Ads received after deadline will not be proofed. Ad proofs will not delay publication.

DISTRIBUTION

If you would like to distribute **cycling utah** at your business, please call us to be added to our list. This is a free service.

PRINTING

cycling utah is printed on minimum 40% post-consumer Inland Empire hibrite 37#, 72-bright newsprint with soy-based ink.

ARTWORK CHARGES

We can design your ad.

Call for a quote

\$50 per hour

cycling utah

• P.O. Box 57980 • Murray, UT 84157-0980 • (801) 268-2652 • FAX (801) 263-1010

For advertising information contact Dave Iltis • (801) 328-2066 or (801) 268-2652 or dave@cyclingutah.com

www.cyclingutah.com



WEBSITE

cyclingutah.com
Website Banner Advertising

cyclingutah.com is a great way to reach cyclists. Our website has tons of great resources, calendar information, our latest issue, and cycling content not found in the print edition.

We offer several banner sizes to meet your needs.

Leaderboard 728x90
6 rotations per ad slot available
\$50/rotation/month
1 ad slot

300x250 medium rectangle
5 rotations per ad slot available
\$50/rotation/month
2 ad slots

300x100 rectangle
10 rotations per ad slot available
\$30/rotation/month
4 ad slots

120x120 button
2 rotations per ad slot available
\$50/rotation/month
up to 7 slots available

468x60 banner
4 rotations per ad slot available
\$50/rotation/month
1 ad slot available

120x600 skyscraper
120x240 vertical banner
Call for quote

Individual page sponsorships (such as our event calendar pages) or category specific ads available on request.



Above: **cyclingutah.com** homepage [Not all banner sizes shown here].

Right: Inner page.

All ads are run of site unless otherwise noted.

Photo gallery subsite (gallery.cyclingutah.com)
728x90 leaderboard
2-4 rotations per ad slot available \$50/rotation/month
1 ad slot available

1 month minimum charge (2 months on 300x100 rectangle). 5% discount for 6 months. 10% discount for 12 months.

Files: Files sent should be gif or jpg. 30kb or less preferred. We can also link to a file that you host. Flash will work too.

Web banner pricing and number of rotations per ad slot subject to change.

Web Traffic:
28000 page views/month
11000 visitors/month



EMAIL NEWSLETTER

Our email newsletter has close to 4000 subscribers. Sponsorships start at \$50/edition. E-newsletters are sent out generally 1-4 times per month. Call for details.

BICYCLE PAPER

We work with the Bicycle Paper, a wonderful cycling publication that reaches the Pacific Northwest. We represent the Bicycle Paper and can help you expand your reach. Discounts are available for ads placed with us in both publications.

cycling utah

• P.O. Box 57980 • Murray, UT 84157-0980 • (801) 268-2652 • FAX (801) 263-1010

For advertising information contact Dave Iltis • (801) 328-2066 or (801) 268-2652 or dave@cyclingutah.com

www.cyclingutah.com

ROCKY MOUNTAIN & NORTHWEST GUIDES



ROCKY MOUNTAIN TOUR AND RACE GUIDE — COVER-TO-COVER

The complete guide to cycling in Colorado, New Mexico, Wyoming, and Utah, the guide incorporates both touring and racing events, making it easy to find all the information inside one publication, which promotes a cross over for participants and spectators of both touring and competitive events.

The extensive recreational and racing calendars, listed separately, make up the bulk of the content, while feature articles and tips, "Closer Looks," at events, club listings and team profiles keep readers informed on all aspects of cycling in the Rocky Mountain region.

Up to 20,000 copies of this 80–96-page publication are printed in a 5" x 8" format on 60-pound, bright-white book stock paper, which makes it durable, compact and easy to carry and refer to all season.

Distributed at the end of March at more than 320 newsstands, the publication gets restocked monthly to ensure constant visibility throughout the season.

Produced in collaboration with Bicycle Paper.

NORTHWEST TOUR GUIDE — COVER-TO-COVER

Over the past eight years, 110,000 copies of the NW Tour Guides have been distributed throughout the region. Thousands of recreational and competitive riders consider these to be the most valuable source of information for planning their cycling season.

These 80-96 page booklets showcase more than 450 road and mountain biking events in the Pacific Northwest and also provide useful tips, in-depth information and feature articles. Tour companies and cycling clubs are also listed. The "Closer Look" sections highlight details on the routes, services and other interesting facts about the event and the region showcased.

Printed in a 5" x 8" format on 60-pound, bright-white book stock paper, the guide is resistant, compact, easy to carry, and can be referred to throughout the season.

20,000 copies will be distributed throughout the region via our 460 newsstands, and handed out at early season rides and events such as the Seattle Bicycle Expo. An ad-interactive PDF version is made available for downloading at BicyclePaper.com.



NORTHWEST RACE GUIDE — COVER-TO-COVER

Used by road, mountain, track, cyclocross, multi-sport racers and spectators alike, this booklet covers the Northwest racing scene and its players — from Juniors to Masters, development riders to pro team members.

The 48-page publication packs in information that allows local and traveling athletes to set their schedule for the year. Featured races, where race history and tactical tips are provided, highlight the extensive calendar that includes most events in Washington, Oregon, Idaho and British Columbia. Multi-sport and cycling newcomers will find training and preparation tips written by coaching experts to help them achieve their goals.

The 10,000+ copies of the Race Guide are printed on 60-pound, bright-white book stock, making them sturdy for frequent consultation year-round. Distributed at more than 450 newsstands across the Northwest, this free booklet hits the shelves at the end of February, just in time for the start of the season. It is also distributed at early season events, such as the Seattle Bike Expo. A PDF version can easily be downloaded from BicyclePaper.com.



DELIVERY AREAS

AREA	# OF NEWSSTANDS
Colorado	100
Utah	100
New Mexico	70
Wyoming	30
Nevada	20

NEWSSTANDS

The Rocky Mountain newsstands include bike shops, multi-sport shops, fitness centers, coffee shops and more.

DOWNLOADABLE

The Rocky Mountain version is available at CyclingUtah.com. PDFs of all three guides can also be downloaded at BicyclePaper.com.

GUIDES – ADVERTISING RATES AND PRINTING SPECS

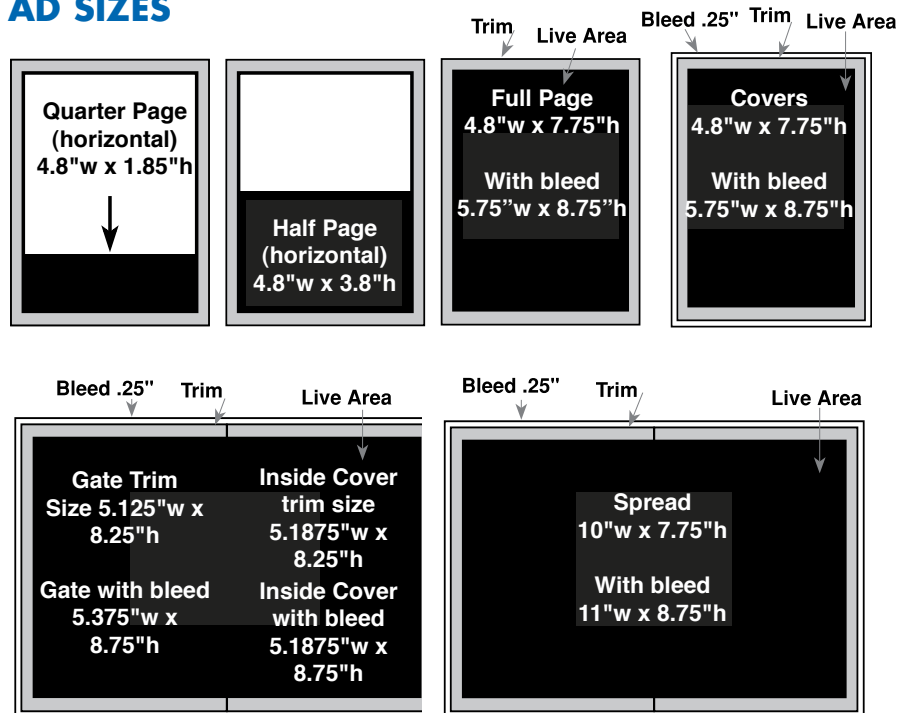
ADVERTISING RATES

	NW TOUR GUIDE	NW RACE GUIDE	ROCKY MTN GUIDE
BLACK AND WHITE			
1/4 Page	\$195	\$150	\$195
1/2 Page	\$300	\$250	\$300
Inside Full Page (bleed)	\$500	\$440	\$500
ONE SPOT/ACCENT COLOR			
1/4 Page	\$210	\$165	\$210
1/2 Page	\$330	\$275	\$330
Inside Full Page (bleed)	\$550	\$485	\$550
PROCESS COLOR			
1/4 Page	\$230	\$180	\$230
1/2 Page	\$360	\$300	\$360
Inside Full Page (bleed)	\$600	\$525	\$600
PREMIUM POSITION (bleed)			
Back Cover	\$1,500	\$1,000	\$1,500
Inside Front Cover	\$1,000	\$850	\$1,000
Page 1 Premium	\$1,000	\$850	\$1,000
Inside Back Cover	\$800	\$650	\$800
Center Spread	\$3,000	\$2,250	\$3,000
Gate Fold Front	\$4,600	—	\$4,600
Gate Fold Back	\$4,000	—	\$4,000

DISCOUNT

3% discount if advertising in two guides
5% discount if advertising in all three guides

AD SIZES



The guides are printed on sheet-fed press. Recycled paper content varies between 20–40% and soy-based inks are used.

PRODUCTION REQUIREMENTS

All final production is done on the Macintosh platform with 1270 film output from Adobe InDesign® CS4. Digital-ready art can be provided via CD-ROM, DVD, or e-mail attachment.

FILES

Preferred file formats: Press Optimized PDF with all fonts embedded, high resolution jpg or tiff, or EPS.

Include the original native file, with all fonts and linked graphic files, to ensure that the final advertising proof meets your specifications.

Note: We cannot accept native Microsoft Publisher files.

PROOFS

All files must be accompanied by a proof. Color ads require a composite color proof. A digital proof (PDF) must be made directly from the supplied file.

SUPPORTED PROGRAMS

(UP TO VERSIONS LISTED BELOW)

PageMaker® 7.0, QuarkXPress® 6.5, Adobe Illustrator® CS3, Adobe Photoshop® CS3, FreeHand® 10, Adobe InDesign® CS4.

RESOLUTION

Art/Photo/Images: 300 dpi

ALTERNATIVES TO DIGITAL-READY ART

Scanning your black/white positive art. Stripping your black/white or color film. We can build an ad for you. Additional production costs may be associated with these alternatives.

MECHANICAL REQUIREMENTS

PAPER STOCK

All Pages60# Bright-White Text
Cover80# Gloss Cover
Binding.....Saddle Stitched and Trimmed
PrintingSheet Fed

COLOR

Four ColorCMYK
Maximum Ink Density240
Halftone Screens150 Lines Per Inch
Best Black Build.....60C, 40M, 40Y, 100K

DOCUMENT CONSTRUCTION

Finish / Trim Size5.25" w x 8.25" h
Live Area.....4.8" w x 7.75" h
Cover Trim Size5.25" w x 8.25" h
Cover with Bleed (1/4)"5.75" w x 8.75" h

INSIDE PAGES

BleedNo bleed available on text pages
Center Spread Live Area10" w x 7.75" h
Center Spread Trim Size10.5" w x 8.25" h
Center Spread with Bleed11" w x 8.75" h

DEADLINES

PUBLICATION	SPACE	MATERIAL
NW Tour Guide	Jan 23	Jan 30
NW Race Guide	Jan 31	Feb 7
RM Tour & Race Guides	Feb 27	Mar 2