

# *cycling utah*

## **2010 MEDIA KIT**

**DIRT  
PAVEMENT  
ADVOCACY  
RACING  
TOURING  
TRIATHLON  
COMMUTING**

- Print Ad Rates
- Publication Schedule
- Web ad info
- Flier Distribution
- About Us

# cycling utah

## 2010 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 10,000 -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](http://cyclingutah.com).

## 2010 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

**\$130**

(One-time charge)

### WEBSITE

Advertise on the World Wide Web at [www.cyclingutah.com](http://www.cyclingutah.com)

**Banner ads: start at \$50 month.**

**Rates are monthly and subject to change.**

(call for details)

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

**\$40** per hour for design

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

## MOUNTAIN WEST BICYCLING JOURNAL

**cycling utah** will publish eight times in 2010 beginning in March and concluding in October.

### DEADLINES

Advertising deadlines (subject to change) for publication year 2010 are as follows:

#### March Issue

Space	Ad	Publication
Reservation	Copy	Date
2/3	2/10	2/20

#### April Issue

Space	Ad	Publication
Reservation	Copy	Date
3/10	3/17	3/27

#### May Issue

Space	Ad	Publication
Reservation	Copy	Date
4/14	4/21	5/1

#### June Issue

Space	Ad	Publication
Reservation	Copy	Date
5/12	5/19	5/29

#### July Issue

Space	Ad	Publication
Reservation	Copy	Date
6/9	6/16	6/26

#### August Issue

Space	Ad	Publication
Reservation	Copy	Date
7/14	7/21	7/31

#### September Issue

Space	Ad	Publication
Reservation	Copy	Date
8/18	8/25	9/4

#### Fall/Winter Issue

Space	Ad	Publication
Reservation	Copy	Date
9/22	9/29	10/9

## 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](mailto:dave@cyclingutah.com)

[www.cyclingutah.com](http://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).

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### 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.

PMT or Velox print should be black and white or grayscale at 100-line screen.

**cycling utah** is produced on a Macintosh using Adobe Indesign. Readable disks include CD-ROM, 1.4 mb floppy disks, SuperDisk and Iomega Zip-100. Please include your return address on submitted disks.

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

### Mechanical dimensions

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### Ad File Formats

**PDF Settings** - Embed all fonts, press optimized. PDF - x/1a preferred.

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

**JPG Settings** - 200 dpi, 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:

**Zone 1: Wasatch Front** (Provo, Salt Lake, Ogden, and Park City). Approximately 60 locations.

**\$85 in conjunction with an ad**

**\$115 without an ad**

**Zone 2:** Bike shops in the rest of Utah, S. Idaho, W. Colorado (includes Boise and Moab). Approximately 120 locations.

**\$160 in conjunction with an ad**

**\$185 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

Call for a quote.

### CIRCULATION

**cycling utah** is a free publication. We circulate 11,000 - 15,000 copies per issue 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 \$15/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.

**\$40 per hour**

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