

Florida Bicycle Messenger

Newsletter of the Florida Bicycle Association, Inc.

Florida Bicycle Association, Inc. (FBA) is a statewide 501(c)(3) nonprofit organization uniting all types of bicyclists. Our mission for Florida bicycling is to network and share best practices, to educate and advocate and to build awareness as a unified voice.

Publication Dates and Circulation

The Florida Bicycle Messenger is published quarterly on March 15, June 15, September 15, and December 15. The newspaper is mailed to approximately 1600 active members, bicycle/pedestrian coordinators and professionals, elected officials, corporations, bicycle clubs and stores, and other state and regional bicycle advocacy organizations for an approximate total of 2500 issues. We print 3000 copies that are further distributed at special events.

Format

The Florida Bicycle Messenger is printed using a 16-page 11.375 x 13.75" format on 35# Hi-Bright paper, 4 color on 8 pages and the balance black. No bleeds. Best resolution for submitted images is 300 dpi. Most popular digital media is acceptable. Ads requiring special design work, layout or scanning (halftones, screens, etc.) will be surcharged at our production costs + \$85/hr.

Due Dates and Terms

Advertisements are due by 5:00 pm on each of the space reservation dates prior to the next quarterly issue: February 15, May 15, August 15, and November 15. Payment is due on placement of advertising order and before publication. We will send you a copy of the newspaper upon publication.

Rates

Page Size	W x H (inches)	One time	Full Year/4 issues	Color: add per issue
Full Page	10 x 12	600	500/issue	200
½ horizontal	10 x 5 7/8	450	350/issue	150
½ vertical	4 7/8 x 12	450	350/issue	150
1/3 vertical	4 7/8 x 8 ¼	400	300/issue	100
1/3 island	7 7/16 x 5 7/8	400	300/issue	100
¼ column	2 7/16 x 12	300	200/issue	75
¼ vertical	4 7/8 x 5 7/8	300	200/issue	75

Spring (Mar)

Summer (Jun)

Autumn (Sep)

Winter (Dec)

Company Name: _____

Address: _____

Phone: _____

Email: _____

By: _____

Printed Name: _____

Please circle or highlight ad size and issue(s)

Amount Due: \$ _____

Make checks payable to **Florida Bicycle Association, Inc.** and mail to PO Box 2452, Oldsmar, FL 34677 along with the completed agreement. Contact Becky Afonso at 813-748-1513 or becky@floridabicycle.org for more information.

Thank you for advertising with the Florida Bicycle Messenger! Your ad will reach bicyclists and advocates throughout the state of Florida while supporting Florida Bicycle Association's programs designed to educate bicyclists, pedestrians and motorists on traffic safety information.

Advertising is open to all those desiring to reach the Florida bicycling community, but the publisher reserves the right to revise or reject any advertisement at any time. Products, claims and services advertised are those of the advertiser and in agreeing to advertise in the Florida Bicycle Messenger, the advertiser wholly indemnifies the Florida Bicycle Association, its directors and staff from any and all claims arising out of use of advertiser products. No endorsement of any advertising by the Florida Bicycle Association is implied.