



MCBC Business Advertising

Reach thousands of cycling customers while supporting bicycle access, safety and education

Advertise with the Marin County Bicycle Coalition (MCBC) and you automatically become a Business Member!

Advertise with MCBC today – there are 2 ways to do this:

1. Email Bulletin Ads
2. Pedal Press Newsletter Ads

These programs are explained on pages 2 & 4.

Any business who advertises with MCBC becomes a Business Member and receives these additional benefits:

- **Membership Benefits Flyer:** If you offer a discount to MCBC members, your business name, contact info and offer will be included on our flyer. Flyer is annually mailed to every new and renewing member and is posted on www.marinbike.org.
- **Annual Report:** your business name will be included in your membership level category.
- **E-mail Bulletin Subscription:** weekly e-mail bulletins containing current news and events
- **Pedal Press Subscription:** quarterly newsletter highlighting project and program updates

MCBC HAS BEEN “GREENING” OUR COUNTY SINCE 1998

- With support from members and business owners like you, MCBC focuses on improving the way bicyclists and pedestrians circulate throughout our communities safely, and our work results in local benefits like reduced greenhouse gas emissions, direct connections between popular destinations, more opportunities for daily physical activity, and ways to avoid sitting in traffic. YOU make all of this happen!
- The regularly visible bike lanes, bike route signs, ‘sharrow’ pavement markings, wider shoulders, smoother road surfaces and sidewalk improvements have occurred in your town largely through MCBC members’ local advocacy.
- These facilities are bringing more customers to your doors and your services are adding vitality and stability to our communities.
- MCBC’s formidable combination of political savvy, eagle-eye project monitoring, and educated passion for cycling is only as effective as the support we receive from members. The Cal Park Tunnel will open by the end of 2009 with your help to keep MCBC at the decision making table!



QUESTIONS?

Please contact Tom Boss, Membership Director, at tom@marinbike.org or 415-272-2756.



Be Seen by Thousands in Our Email Bulletin

THE WEEKLY NEWS EMAIL FROM THE MARIN COUNTY BICYCLE COALITION

- **Our weekly email bulletin is received by 3,500+ readers, ensuring extremely high ad visibility with each issue!**
- These “Advertorial” opportunities can include your logo, photos, graphics, concise text, web links, etc.
- A maximum of three (3) ads will appear in each bulletin.
- Sponsor is responsible for timely provision of ads to meet MCBC deadlines.

All ads should be in the following digital file formats:

Jpg or Gif files

Width not to exceed 700 pixels

Height not to exceed 80 pixels

Digital files should be emailed to bob@marinbike.org or saved to a CD and mailed to:

MCBC attn: Bob Trigg

PO Box 1115

Fairfax, CA 94978

Ads can also be created at \$50 per hour by our in house designer.

Please include a print-out of your ad with your signed ad contract.

For additional ways to support what MCBC does,

ask us about our Business Sponsor opportunities.

All Champion, Supporter and Friend Sponsors receive

2 complimentary email bulletin ads as a thank you!

Visit www.marinbike.org or call 415-456-3469 x 1#

Email Bulletin Advertising Contract

THE WEEKLY NEWS EMAIL FROM THE MARIN COUNTY BICYCLE COALITION

Please print clearly and complete all information.

Return form with payment and ad print-out to MCBC at the address below.

Date

Business name

Contact name

Street / P.O. Box

City

State

Zip

Telephone

Fax

Email

Website

	Ad Series Selection	Ads Per Year	Cost / Cost Per Ad
<input type="checkbox"/>	Bi-weekly	25	\$800 / \$32
<input type="checkbox"/>	Monthly	12	\$400 / \$33.33
<input type="checkbox"/>	Quarterly	4	\$150 / \$37.50

Once we've received your ad series selection, Bob Trigg will contact you to schedule when your ads will appear.

Total Amount Due: \$ _____

Check (made out to Marin County Bicycle Coalition) Credit Card

Visa MasterCard American Express

Credit Card Number

Expiration Date

Signature



Return contract and payment to: Marin County Bicycle Coalition,
attn: Bob Trigg, PO Box 1115, Fairfax, CA 94978
415-456-3469 x3# • bob@marinbike.org

An additional way to support MCBC while reaching thousands of cycling consumers is through our quarterly Pedal Press newsletter ads – ask us about them!

415-456-3469 x7# • joann@marinbike.org

Why Advertise in the Pedal Press?

THE QUARTERLY NEWSLETTER OF THE MARIN COUNTY BICYCLE COALITION

Target Your Ad to Over 5,500 Cyclists!

Each issue of our Pedal Press newsletter reaches 3,000 readers via email and 2,500 hard copies are distributed to over 50 key locations (bike shops, libraries, cafes, book stores, and various other businesses) in Marin County. Issues are additionally displayed at all MCBC bike parking events (20+ per year) and tabling opportunities at events and businesses throughout Marin County. Hard copy issues are retained by recipients for up to three months, ensuring long term visibility of your ad.

MCBC Member Statistics

Your ad will be seen by consumers around the Bay Area:

- 85% are 35 to 64 years old
- 74% males; 26% females
- 50% have annual income over \$100,000
- Members reside throughout Marin with concentrations in Mill Valley, San Rafael, San Anselmo and San Francisco
- 82% of their riding occurs in Marin
- 52% ride both recreationally and for transportation (school, work, errands)

Pedal Press News

The Pedal Press is MCBC's primary publication and is therefore eagerly anticipated by readers for its articles on current projects and issues they care about. Each Pedal Press contains updates on our five program areas: Safe Routes to Schools, Share the Road, Building Marin's Bike/Ped Infrastructure, National and State Advocacy, and our Public Outreach efforts. We also highlight individuals, businesses and products as relevant each season.

To retain a high quality publication and provide outstanding visibility for our advertisers, we limit the advertising in each issue to 15 % (1.75 pages of a 12-page newsletter; 2.5 pages of the 16-page newsletter). Our distribution reaches cyclists, walkers and drivers who are business owners, government agency staff, independent contractors, students and local employees.

By advertising in the Pedal Press, you are aiding MCBC's ability to ensure that bike/ped projects in Marin County are built safely and to proper standards, address the needs of all users, are fully funded, and are utilized by cyclists of all ages and abilities. We appreciate your support!



QUESTIONS?

Please contact Jo Ann Richards at
415-456-3469 x 7# or joann@marinbike.org.

Pedal Press Ad Submission

THE QUARTERLY NEWSLETTER OF THE MARIN COUNTY BICYCLE COALITION

Ad Content and Format

Ads appear in both greyscale (print) and color (online PDF version)

Logos should be submitted in both versions

- Vector/Illustrator files are **preferred**
Your ad will look its best in both print and online PDF versions
- PDF files
- Bitmap files: Photos at 300 dpi
B/W Logos at 600 dpi: Color Logos at 300 dpi

Sending Files

Digital files should be emailed to joann@marinbike.org or saved to a CD and mailed to:

MCBC attn: Jo Ann Richards
PO Box 1115
Fairfax, CA 94978

Please include a print-out of your ad with your signed ad contract.

- Ads can also be created at \$50 per hour by our in-house designer.

MCBC reserves the right to refuse any advertiser or ad art for any reason.

Ad Due Dates

Quarterly Issue	Booking Deadline	Artwork Deadline	Distribution Month
Winter	December 2	December 23	January
Spring	March 4	March 25	April
Summer	June 3	June 24	July
Fall	September 2	September 23	October

Ad Sizes and Templates

See page 7

Pedal Press Advertising Contract

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Please print clearly and complete all information.

Return form with payment and ad print-out to MCBC at the address below.

Date

Business name

Contact name

Street / P.O. Box

City

State

Zip

Telephone

Fax

Email

Website

	Ad Size	Single Issue	Quarterly Issues
<input type="checkbox"/>	Business Card – Interior Page	\$95	\$342
<input type="checkbox"/>	Business Card – Back Cover	\$175	\$630
<input type="checkbox"/>	Quarter Page Vertical	\$175	\$630
<input type="checkbox"/>	Quarter Page – Short Horizontal	\$185	\$666

Total Amount Due: \$_____

Check (made out to Marin County Bicycle Coalition) Credit Card

Visa MasterCard American Express

Credit Card Number

Expiration Date

Signature



Return contract and payment to: Marin County Bicycle Coalition,
attn: Jo Ann Richards, PO Box 1115, Fairfax, CA 94978

*An additional way to support MCBC while reaching thousands of cycling consumers is through our **weekly Email Bulletin ads** – ask us about them!*

Pedal Press: Ad Sizes

THE QUARTERLY NEWSLETTER OF THE MARIN COUNTY BICYCLE COALITION

Quarter Page – Vertical

5" h x 2.85" w

Quarter Page – Short Horizontal

3.2" h x 4.64" w

Business Card – Back Cover

2" h x 3.75" w

Business Card – Interior

2" h x 2.85" w

Let us know if you have a special size request – we can work with your ideas!