

# Display Advertising in the *Ohio Bicycle Events Calendar*

This year we will produce 17,000 copies of the Ohio Bicycle Federation's *Ohio Bicycle Events Calendar* for circulation throughout Ohio and portions of surrounding states. The Calendar is distributed through bicycle clubs, bicycle shops, and other outlets.

The Calendar is in high demand, a valuable tool for adult cycling enthusiasts -- men and women who want the best gear to enhance their enjoyment of the sport. Cyclists retain the Calendar and use it throughout the cycling season. Your ad shows your support of Ohio cycling and will be seen repeatedly by thousands of dedicated cyclists.

**Display ads from our Calendar will now also appear in our online edition and link back to the advertiser's own website.**

Our rates, unchanged since 1997, with ad specifications:

| Ad Size          | Space         | Dimensions (W x H) | Width  | B & W Prices | Color Prices |
|------------------|---------------|--------------------|--------|--------------|--------------|
| <b>Full-Page</b> | 30 Col. in.   | 7.5" x 10"         | 3 col. | \$2,000      | \$2,060      |
| <b>½ Page</b>    | 15 Col. in.   | 7.5" x 4-7/8"      | 3 col. | \$1,000      | \$1,060      |
| <b>¼ Page</b>    | 7.5 Col. in.  | 4-15/16" x 3-5/8"  | 2 col. | \$500        | \$560        |
| <b>1/8 Page</b>  | 3.75 Col. in. | 2-3/8" x 3-5/8"    | 1 col. | \$250        | \$290        |
| <b>1/16 Page</b> | 1.9 Col. in.  | 2-3/8" x 1-7/8"    | 1 col. | \$125        | \$165        |

The above prices are for ad art created to the sizes listed above (neither larger nor smaller). Finished art must be in digital image formats (preferred) or as "camera-ready" scannable hardcopy. We can use: \*.tif or \*.jpg or \*.png or \*.pdf (\*.tif files are preferred) at 300 pixel resolution. If possible, color ads in electronic format should be CMYK for best four-color process reproduction.

**Payment must accompany order. Deadline for inclusion is January 27 of the publication year.**

**Questions? Ad Orders? Contact: Chuck Smith, Advertising Manager: [obfchair@gmail.com](mailto:obfchair@gmail.com)**

**If you send hardcopy:** the clearer and cleaner your ad art is, the better your ad will look. We use coated paper stock and a very high-quality printing company to produce the calendar and any imperfections will show. Text and line art are best for smaller ad sizes; keep your type size large in those small ads or they won't be legible!

**Please make checks payable to "Ohio Bicycle Federation" and send to:**

James Guilford, Editor ● P.O. Box 1011 ● Medina, OH 44258-1011