

PRINT RATE SHEET 2010



7265 Balsam Lane North, Maple Grove, MN 55369

Phone: 763.315.5396

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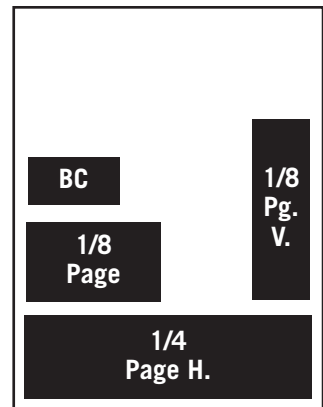
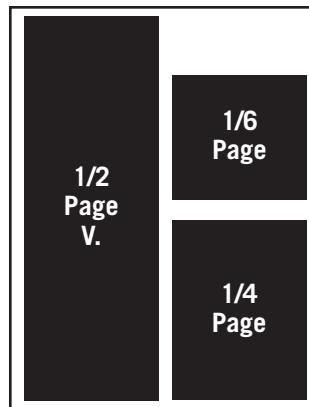
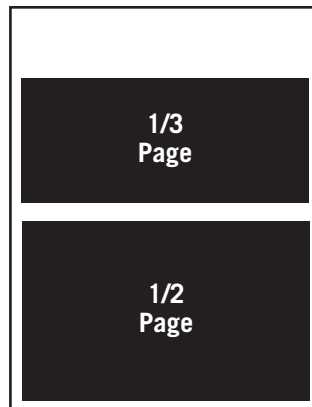
Price Per Issue:

	One-Time	Multi-Time	
Full Page	\$850	\$675	14" h x 10 $\frac{1}{4}$ " w
1/2 Page	\$450	\$355	6 $\frac{1}{2}$ " h x 10 $\frac{1}{4}$ " w
1/2 Page V.	\$450	\$355	13 $\frac{1}{2}$ " h x 5" w
1/3 Page	\$310	\$245	4 $\frac{3}{8}$ " h x 10 $\frac{1}{4}$ " w
1/4 Page	\$240	\$190	6 $\frac{1}{2}$ " h x 5" w
1/4 Page H.	\$240	\$190	3 $\frac{1}{4}$ " h x 10 $\frac{1}{4}$ " w
1/6 Page	\$165	\$130	4 $\frac{3}{8}$ " h x 5" w
1/8 Page	\$125	\$100	3 $\frac{1}{4}$ " h x 5" w
1/8 Page V.	\$125	\$100	6 $\frac{1}{2}$ " h x 2 $\frac{3}{8}$ " w
Business Card	\$ 65	\$ 50	2" h x 3 $\frac{1}{4}$ " w

Four color ad rates are 20% over the above B/W rates.

We are now offering banner ads on our website, call or email for details.

- Color Ads are available for 20% over the quoted rate. Space and placement for color ads is limited.
- Multi Time rate is available for consecutive issues only.
- All ads and art must be camera-ready. Ad design, layout and production services are available at \$50.00 per hour.



WEB RATE SHEET 2010



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We are offering simple horizontal banner ads on our website. The cost for these ads is \$75.00/month. There is no preferred placement. The ads rotate from page to page and are linked to the advertiser's website. There will be no more than 2 banner ads per page. Simple jpegs or animated gifs are the only ads we will accept. The only size we currently offer is 468px x 60px at 72px/inch.

We average 150 visits per day with visitors spending 2 to 3 minutes on the site. Our plan is to increase these numbers by establishing a stronger web presence than we currently have. More advertising will help us do this.

If you have any questions please call or email.

Publishing Schedule 2010



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Issue #:	Ad & Copy Deadline:	Publication Date:
#118 March 2010	February 8, 2010	February 26, 2010
#119 April 2010	March 15, 2010	March 26, 2010
#120 May 2010	April 12, 2010	April 23, 2010
#121 June 2010	May 17, 2010	May 28, 2010
#122 July 2010	June 14, 2010	June 25, 2010
#123 August 2010	July 19, 2010	July 30, 2010
#124 Sept. 2010	August 16, 2010	August 27, 2010
#125 October 2010	Sept. 20, 2010	October 1, 2010
#126 Winter 2010	Nov. 15, 2010	December. 3, 2010

- Minnesota Motorcycle Monthly prints and distributes 15,000 copies per issue .
- Our area includes all of Minnesota and parts of the five state area.
- Each issue of Minnesota Motorcycle Monthly is read by over 25,000 motorcyclists.
- 37% of M.M.M. readers ride cruisers, 28% ride sport bikes and 27% ride touring & sport-touring bikes.
- 35% of Minnesota Motorcycle Monthly readers are women.
- The average reader's household has 2.5 bikes in their garage.
- Minnesota Motorcycle Monthly readers travel an average of 6,185 miles by motorcycle each year.
- The average annual household income of Minnesota Motorcycle Monthly readers is \$68,500.
- The average reader plans on spending \$1200 in coming year on motorcycle service and accessories.