

# BIKE CONNEXIONS 2006 AD RATES & SPECIFICATIONS

**Bike Connexions** is published four times per year.

Rates effective January 1, 2006 and guaranteed through the November/December 2006 issue.

## BLACK & WHITE RATES

Frequency	1/8 page	1/6 page	1/4 page	1/3 page	1/2 page	2/3 page	Full page
4 x	\$100	\$130	\$250	\$300	\$410	\$660	\$700
2 x	\$120	\$150	\$265	\$325	\$450	\$700	\$750
1 x	\$140	\$175	\$280	\$350	\$500	\$740	\$800

## COLOUR RATES

Frequency	1/8 page	1/6 page	1/4 page	1/3 page	1/2 page	2/3 page	Full page	Inside covers	Outside back cover
4 x	\$135	\$175	\$320	\$450	\$605	\$825	\$995	\$2350	\$2550
2 x	\$165	\$200	\$350	\$475	\$635	\$865	\$1050	\$2550	\$2750
1 x	\$190	\$235	\$375	\$500	\$695	\$990	\$1200	\$2750	\$2950

## AD MATERIAL SPECIFICATIONS

**Regular Issue (Standard magazine size)**

**Publication size – trim size** **8.125 x 10.875"**

Full page – trim size 8.125 x 10.875

Full page – bleed size 8.375 x 11.125

Full page – non bleed 7.125 x 9.75

2/3 page – bleed size 5.25 x 11.125

2/3 page – non bleed 4.625 x 9.75

1/2 page vertical – bleed 4.125 x 11.125

1/2 page vertical – non bleed 3.5 x 9.75

1/2 page horizontal – non bleed 7.125 x 4.75

1/3 page vertical 2.25 x 9.75

1/3 page horizontal 7.125 x 1.625

1/4 page vertical 3.5 x 4.875

1/6 page vertical 2.25 x 4.875

1/8 page vertical 1.75 x 4.875

## ALTERNATIVE ADVERTISING OPPORTUNITIES

**Bike Connexions** offers a variety of alternative advertising options subject to approval by BTAC. Contact us directly for quotes on special editions, stitched-in insert/supplements, editorial/calendar sponsorships and event guides.

**ExpoCycle Show Guide Issue (Super-size Digest size)**

**Publication size – trim size** **6.5 x 9.5"**

Full page – trim size 6.5 x 9.5

Full page – bleed size 6.75 x 9.75

Full page – safety size 6.25 x 9.25

Half page horizontal – trim size 6.25 x 4.25

Half page vertical – trim size 3.125 x 9.25

## Book your ad space today!

To make your advertising space reservation, please contact the BTAC office or Robert Lauder at 1 866 814-MAGS (6247) or by email at [robert@btac.org](mailto:robert@btac.org)



**bike**  
**Connexions**  
**du vélo**

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