

## **REGULAR FEATURES**

- National Publisher & Territory Editors Columns
- Local contributing writer's article
- Gotcha Rider Pictures
- Photo Features on Local Riders & Groups
- Safety Tips and Training
- Where to Ride?
- Roads - Food - Destinations
- Clubs and Organization Listings
- Biker Friendly Churches

## **MAXIMUM EXPOSURE**

- Feature Product Articles
- Advertisers's Territory Map
- Motorcycle Tech Tips
- Professional Tips
- Web advertising
- Regular BIG E-Newsletter
- Vendor space at the BIG Border Rally
- Professional Tips from local experts
- Additional National exposure via our Social Networking pages on Facebook and Twitter

## **ADVERTISING VALUE**

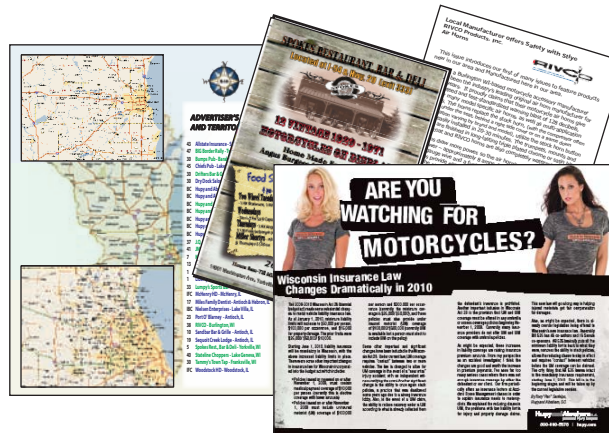
- Our Website receives over 30,000 visits a day
- 10,000 copies printed of each magazine and delivered in a targeted area
- Advertisers on the front page of our website
- As a Full Page Advertiser, you will be either a "Feature Story", "Feature Product/Service" or an "Information Page".
- Customized advertising packages to fit your advertising budget
- Free Press Release Postings
- We will now be posting all of our information pages on our websites from past Issues.
- Cost effective publishing and distribution of your brand or event flyer
- All Events are listed for FREE on the website
- Event GOTCHA pictures posted weekly

## **WHAT MAKES US DIFFERENT?**

Biker Information Guide and web sites focus on local territory riders in our distribution areas.

Providing valuable business exposure through our national web site, linking you to riders in other states or those traveling to our area from out of state.

Our Goal is to make sure that motorcycle riders and enthusiasts are educated and well informed; our informative content and the local service solutions of our advertisers provide readers relevant content as well as national resources via our national web site [www.bikerinformationguide.com](http://www.bikerinformationguide.com).



## **DISTRIBUTION**

Nationally we print every 3 months, distributing 10,000 copies per edition, per territory and upon request, we provide a proof of print.

Biker Information Guide supports advertisers in Arizona, Washington, New Mexico, California, New Mexico, Wisconsin, Illinois, Colorado, Louisiana and Massachusetts.

The magazines are FREE and we provide territory distribution at all of our advertising locations and local runs & events.

The quality of the publication speaks for itself; it's professional, full color and durable. The digest size format is convenient so our readers keep them in their cars, on their bikes and refer to them often.

And the content is relevant and respectable enough to keep on your coffee table or service counter.



Distributed in Illinois and Wisconsin Since July 2008

FREE local guide to motorcycle enthusiasts

## **WIBIG Media Kit**



### **Sales Down?**

**Our Readers are your target market!**

**We are the #1 Biker Magazine for advertising results!**

**The First & Original Biker Information Guide "Since 1997"**





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 FAX: 847-838-2724  
 cell: 847-878-8845  
 E-Mail: debbie@wibig.com  
 jennfier@wibig.com

## COMMITMENT DATES

	<u>Commitment</u>	<u>Materials</u>	<u>Distributed</u>
<b>Spring Issue</b> April-June	Feb 15th	March 1st	April 1st
<b>Summer Issue</b> Jul-Sept	May 15th	June 1st	July 1st
<b>Holiday Issue</b> Oct - Dec	Aug. 15th	Sept. 1st	Oct. 1st
<b>Winter Issue</b> Jan-Mar	Nov. 15th	Dec. 1st	Jan. 1st

## Terms of Agreement:

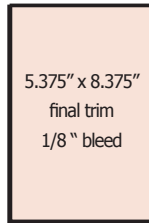
Your Print Ad, as indicated below, will run in the quarterly issues as determined here, in the Wisconsin & Illinois Biker Information Guide Magazine and the [BikerInformationGuide.com](http://BikerInformationGuide.com) website, in your particular territory. The page number and category you select will be yours based on continued ad renewal in following issues. WIBIG ("WI & IL Biker Information Guide") and the National Publisher of Biker Information Guide, reserve the right to determine the position of an Advertisement unless a specific position is agreed upon before signing this agreement. It is understood that WIBIG and the National Publisher reserve the right to approve all advertising and article content. And, that WIBIG and the National Publisher shall not be subject to any liability whatsoever for the failure to publish or circulate an issue because of fires, acts of God, or any circumstance out of the publishers' control. This Agreement is a contract for full payment of the ordered advertising package by Material deadlines per issue and shall be re-newed at the end of the determined Agreement unless ammended in writing by either party.

**Credit Cards Accepted and  
 Payment Terms Available Upon Request**

## Biker Information Guide Ad Rates

Rate Package Includes:

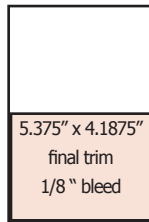
- Color ad (Initial Design no charge)
- Your business listed on our Website
- Listing in our Monthly BIG-E Newsletter
- Full Page Advertisers receive Banner ad on Front Page of web site
- Listing of all your Runs, Events, Press Releases and Open Houses



Initial  
 Selection  
 Here

**Color Full Inside Page**  
 5.375" x 8.375" final trim

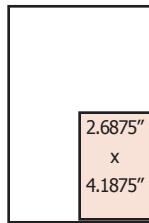
1 Issue **\$650**  
 2 or more Issues **\$550**



Initial  
 Selection  
 Here

**Color Half Inside Page**  
 5.375" x 4.1875" final trim

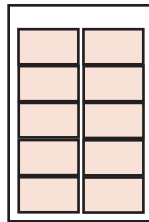
1 Issue **\$375**  
 2 or more Issues **\$300**



Initial  
 Selection  
 Here

**Color Quarter Inside Page**  
 2.6875" x 4.1875" final trim

1 Issue **\$250**  
 2 or more Issues **\$195**



Initial  
 Selection  
 Here

**Business Page Listing**  
 3.25 cm x 6 cm final trim

1 Issue **\$150**  
 2 or more Issues **\$100**

## Premium Positions Initial Selection Here and circle option

Back Cover	Double Pages	Inside Covers	First/Last Page
1 Issue <b>\$1,500</b>	1 Issue <b>\$1,800</b>	1 Issue <b>\$850</b>	1 Issue <b>\$750</b>
2 or more <b>\$1,250</b>	2 or more <b>\$1,400</b>	2 or more <b>\$750</b>	2 or more <b>\$650</b>

\*All Rates Are Subject to Change

## RESERVE YOUR PAGE TODAY!

Please provide the following information  
 and Fax this sheet to (847) 838-2724

## Payment due by Materials Due Date AGREEMENT

Business Name \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 E-Mail \_\_\_\_\_

Amount \_\_\_\_\_  
 Issues: **Winter Spring Summer Fall/Holiday**  
 Notes: \_\_\_\_\_  
 Agreed by **X** \_\_\_\_\_

Credit Card # \_\_\_\_\_  
 Number \_\_\_\_\_ Expiration Date \_\_\_\_\_  
 Signature \_\_\_\_\_

Please make checks payable to:

**WIBIG**

(WI & IL Biker Information Guide)  
 P.O. Box 258, Antioch, IL 60002

## FOR MORE INFORMATION CALL

Jennifer Knourek or Debbie Crawford  
**847-878-8845 or 262-716-9411**  
[jennifer@wibig.com](mailto:jennifer@wibig.com)  
[debbie@wibig.com](mailto:debbie@wibig.com)