

Mud News

the South Island Mountain Bike Society's newsletter

2008 Advertising Rate Sheet

Mud News is published by the South Island Mountain Bike Society (SIMBS) six (6) times per year. It keeps members informed about matters pertaining to mountain biking in the south Vancouver Island region.

Members are kept apprised of ongoing advocacy issues and efforts, updates on trail building and maintenance on lands SIMBS is responsible for, regular riding events and other activities either put on by SIMBS or supported by SIMBS.

Each issue is distributed free to members via mail or e-mail. Issues are also available to the public, at no charge, at local bike shops and other outlets. Mud News is also available in PDF format on the SIMBS web site, www.simbs.com.

[simbs.com](http://www.simbs.com). Past issues are available as well. We currently print & distribute 700 copies per issue plus electronic versions via our web site and E-mail.

Our readership from the general public is up from past years due in part to the content of the publication and the production quality.

Your advertisement will not only be read by many local cyclists, but also by many prospective cycling tourists who are searching our web site for information and ideas for their upcoming trips to this region.

If you have any questions about advertising in the Mud News, please contact Carmel Ecker via e-mail - mudnews@simbs.com.

Mud News 2008 Advertising Rates

6 issues per annum
700 issues printed
+ electronic versions

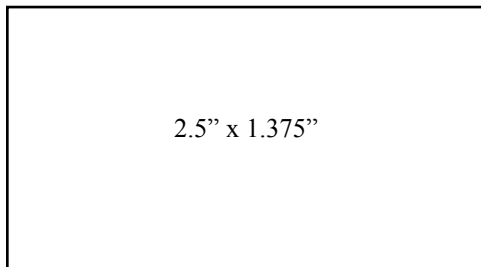
Pre-pay for your annual ad and get one month free.

Business Card:\$23/month
2.5" x 1.375"

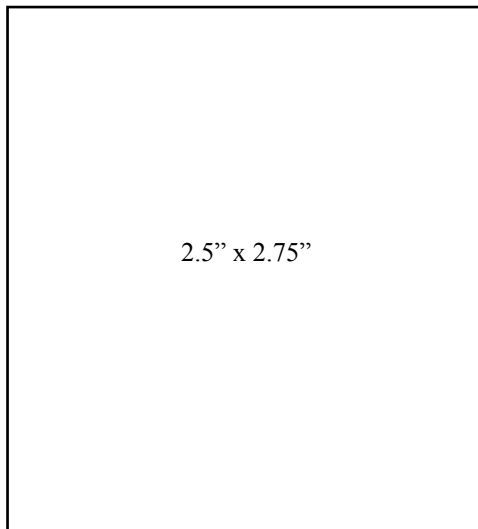
Prepaid 12 months..... \$115

Double Business Card.....\$46/month
2.5" x 2.75" or 5.16" x 1.375"

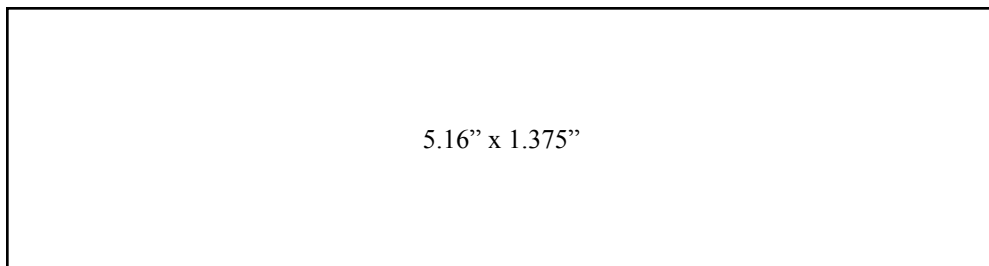
Prepaid 12 months..... \$230



Single ad



Double ads



A custom design for your advertisement is available on request. Ads will be accepted electronically as:

- ◆ Adobe PDF files with fonts and images embedded
- ◆ PhotoShop .psd or .tif
- ◆ Illustrator EPS (outline fonts)

For more information or to book ad space contact:
Carmel Ecker
mudnews@simbs.com



The South Island Mountain Bike Society is an affiliated member of the International Mountain Bicycling Association.

