



**48<sup>th</sup> Annual  
Great Western Bicycle Rally  
Memorial Day Weekend  
May 25 - 28, 2012**

## Rally Booklet Advertising

### Event Description:

The Great Western Bicycle Rally is held every May on Memorial Day weekend at the Paso Robles Event Center in the scenic setting of Paso Robles, CA. The Rally is a unique event in that it offers a variety of activities and rides for all levels of cyclists. Rally participants may choose rides ranging from 10 miles to 100 miles each day. Included in the Rally Fee are time trial and hill climb competitions, a kids bicycle rodeo and family activities, a wine and cheese social and "Best of Bike Show" competition, a 2-day vendor marketplace, bike swap and numerous other activities and services. For those that do not wish to participate the entire weekend one-day rides are available that will include road support and rest stops. These are the "Women's Only Ride" called Velo de Femme on Saturday and on Sunday, The Great Western 100 Century and Metric Century.

Families, bicycle clubs, boy and girl scouts, groups of friends and individual cyclists come each year to participate in the Rally activities and to enjoy scenic cycling on miles of country roads amid countless native oaks, vineyards and incredible coastal views. They come primarily from California, and because Paso Robles is half way between the San Francisco Bay Area and Los Angeles; the Rally is able to draw participants from both areas. Approximately 1500 - 1700 cyclists will be attending the 2012 event.

### Why Advertise in the Booklet?

The booklet is the "Rally Bible" and is handed out to each participant. It is the reference manual to all ride and activity descriptions and schedule. Participants use it during the Rally and usually take it home to share with friends.

The booklet is an affordable way to introduce a new product, market your service and brand your current products.

### Advertising Specs and Spaces:

	<b>Size</b>	<b>Price</b>
Full page	4 1/4" w x 7 3/16" d or 26 x 44 picas	\$140.00
1/2 page (horizontal)	4 1/4" w x 3 1/2" d or 26 x 21 1/2 picas	\$90.00
Back Cover		\$165.00

## **Preferred Formats:**

Native files Adobe InDesign, Illustrator or Photoshop PDF files with Press Ready setting and Fonts embedded

Quark XPress

Microsoft Word (for dummy purposes, not final production)

Photos Must be supplied with all files and should be 300dpi at final size

Black & white or greyscale

## **File Types**

.tif or .eps files (please no jpegs, gifs or images from the web)

Logo Art Vector art is the preferred format or vector .eps compatible with Adobe Illustrator

High quality .tif files

## **Fonts**

Please supply all fonts used. Fonts may be turned into outlines in Illustrator, but be aware that we cannot make corrections to your file if you do so.

## **Custom Ads**

We can create an ad for you. Cost: \$75

Please supply your art per above specifications and copy as a Word .doc. Advertisers wanting custom ads or having ads created from Word dummies will receive a proof of your ad for final approval.

If you have questions about the above specifications, please call our graphic designer for clarification.

## **Due Dates:**

Ad placement, advertising fee and ad information is due April 1, 2012.

Advertiser Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Phone number: \_\_\_\_\_ Email \_\_\_\_\_

\_\_\_\_ Full Page \$140.00    \_\_\_\_ 1/2 Page \$90.00    Ad Creation: \_\_\_\_ \$75

Check                      Send check to GWBR, 3241 Lees Ave, Long Beach, CA 90808

Credit Card Name on Credit Card \_\_\_\_\_

Billing Address of Card \_\_\_\_\_

Amount: \$ \_\_\_\_\_                      Expiration Date \_\_\_\_\_

**Space Reservations and Payment questions:** Chris Merrill, [chris@greatwesternbicyclerally.com](mailto:chris@greatwesternbicyclerally.com)

**Advertising Sales**

Chris Merrill  
562-455-0157  
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**Graphic Design**

Carole Aldrich  
909-625-7722  
909-374-2981  
[carolealdrich@earthlink.net](mailto:carolealdrich@earthlink.net)



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