



**46th Annual
Great Western Bicycle Rally
Memorial Day Weekend
May 28-31st 2010**

Rally Booklet Advertising

Event Description:

The Great Western Bicycle Rally is held every May on Memorial Day weekend at the San Luis Obispo 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 "Women's Only Ride" called Velo de Femme on Saturday and on Sunday, The Great Western Century and Metric Century.

Families, bicycle clubs, boy 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 through ranchland, vineyards amid countless native oaks. 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 2010 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 for further perusal.

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

Advertising Specs and Spaces:

	Size	Price
Ad Sizes:		
Full page	4 1/4" w x 7 3/16" d or 26 x 44 picas	\$125.00
1/2 page (horizontal)	4 1/4" w x 3 1/2" d or 26 x 21 1/2 picas	\$75.00
Back Cover		\$150.00

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: \$50

Please supply your art per above specifications and copy as a Word .doc. Advertisiers 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 15th, 2010.

Advertiser Name: _____

Company Name: _____

Phone number: _____ Email _____

____ Full Page \$125.00 ____ 1/2 Page \$75.00 Ad Creation: ____ \$50

Check Send check to GWBR, 21 Locust St. Woodland, CA 95695

Credit Card Name on Credit Card _____

Billing Address of Card _____

Amount: \$ _____ Expiration Date _____

Space Reservations and Payment questions: Laurel King,
laurel@greatwesternbicyclerally.com

Advertising Sales

Sharon Ware
866-909-4927
Sharon@greatwesternbicyclerally.com

Graphic Design

Carole Aldrich
909-625-7722
909-374-2981
carolealdrich@earthlink.net



Great Western Bicycle Rally, 21 Locust St., Woodland, CA 95695
Toll Free: 866-909-4927 Email: info@GreatWesternBicycleRally.com