

North Country Rider

magazine

Advertising Rates 2011

Ed Frulla

This document defines the advertising placement, advertising rates, payment schedules and publishing schedules for the publishing period April 2011 thru October 2011 for North Country Rider Magazine. We welcome your participation in this, our second publishing season.

North Country Rider Magazine

2 King Street
Warrensburg, NY 12885

(518) 307-7516

North Country Rider Magazine published its first issue in April 2010. From that auspicious start this magazine has continued to grow and be accepted by the motorcycle riding community in the Southern Adirondacks and Western Vermont. In a single span of eight months the magazine grew from 0 page views to over 2400 page views per month. We even have regular readers from Canada and Chile. It is our intent to double the number of page hits this riding season.

The focus of the magazine is not motorcycles. There is a plethora of print magazines that cover motorcycles and accessories and these are readily available throughout the area. The theme of the magazine is "It is not about motorcycles but rather the people that ride them, where they go on them and what they do when they get there." We implement that theme with a zealous focus on local riding events and the local riding community.

Based on that theme we cover the motorcycle events that occur in the area and write articles on our experiences at those events. We also cover the individuals and businesses that make up the sub-economy of the rider / biker sub-culture in our area and write monthly articles about them as well.

It is our mission to make the local motorcycle community aware of the different events being conducted and at the same time boost the attendance at those events. To assist our readers in planning their event attendance, the magazine maintains the most up to date schedule of motorcycle events being held in our area. This on-line schedule of events is the cornerstone of the magazine and is the most frequently visited page on the magazine's web site.

We provide to the advertiser with a focused group of local motorcycle enthusiasts. Every one of those 2,400 page views per month is a dedicated rider or biker and as we all know, bikers prefer to do business with bikers.

So if your business caters to riders and bikers we invite you to invest your advertising dollars where they will earn you the most exposure to your target audience. We cordially invite you to become a member of the North Country Rider Magazine family.

The back issues of North Country Rider Magazine can be found at <http://www.NorthCountryRiderMagazine.com>

Please refer to the Ad Layout Guide on the last page to determine the placement of ads on the magazine's web site.

AD LOCATION	1 X	3X	7X	Size
Header	\$80.00	\$75.00	\$70.00	728 x 90 pixels
Right Side Bar 1 thru 4	\$70.00	\$65.00	\$60.00	300 x 300 pixels
Left Side Bar 1	\$60.00	\$55.00	\$50.00	300 x 300 pixels
Schedule of Events Page	\$65.00	\$60.00	\$50.00	300 x 300 pixels
Articles	\$40.00	\$35.00	\$30.00	300 x 300 pixels

- The **Header** appears on every page of the site including all articles and the schedule of events.
- The **Right Side Bar** has space for 4 advertisements. The right side bar appears on approximately 80% of the pages in the web site.
- The **Left Side Bar** contains space for a single advertisement. It is only visible on the main page.
- The **Schedule of Events** is the most visited page on the web site. The advertisement for this page is displayed prominently at the top of the page.
- We publish **Articles** each month about people, places, things to do and things we did. We will place your advertisement for articles on whichever article we believe will give your ad the most exposure.
- The **Footer** is not available for advertising at this time

Please note that an additional 5% discount is available for 7X purchases that are paid in advance of April 1, 2011.

Terms and Conditions:

- **We publish on the first of each month.**
- We must have your advertising graphics in hand **seven days** before the monthly publish date. If you have an issue meeting that deadline, please let us know and we will work with you.
- You are responsible for creating and providing the graphics to us. There will be no refunds for periods purchased in which you did not provide us with the graphics. Once again, if you have an issue, please contact us and we will work with you.
- Advertisers that participate in the 3X and 7X programs may change their graphics as often as they wish at no additional charge.
- **Payment is due at the same time that the graphics are due.** If we do not receive your monthly payment by the publication date, we will publish the ad and contact you concerning payment. As long as satisfactory payment arrangements are made, we will continue to display the advertisement on the web site. We are your partners and are willing to work with you.
- Placement is on a first come first serve basis. If you requested Right Side Bar 1 and Right Side Bar 1 and Right Side Bar 2 have already been purchased, your ad will be placed in Right Side Bar 3. We will notify you of this change via e-mail or phone.
- We reserve the right to refuse any advertisement that we believe does not fit with the demeanor of the magazine or is in poor taste.
- If you decide to participate in the 3X or 7X program, you are committed to purchasing either 3 or 7 advertisements at the reduced rate in the table. If you fail to make your commitment to the number of ads specified in the program you will be back billed at the standard monthly rate for all advertisements that have been published.
 - As an example, you commit to a 7X program for the header. Your monthly cost for that space is \$70.00. After running 5 ads you decide that you do not desire to continue in the program. We will bill you for an additional \$50.00 which is the difference between the 1X price and the 7X price (\$10.00) times the 5 advertisements that have been shown.

North Country Rider Magazine

2011 Advertising Agreement

Ad Frequency

- 1 Issue
 3 Issues
 7 Issues (1 season)

Issue Placement (circle all that apply)

April
May
June
July
August
September
October

Desired Location (circle all that apply)

Header
Right Side Bar
 1 2 3 4
Left Side Bar 1
Schedule of Events
Article

Return form to

North Country Rider Magazine
2 King Street
Warrensburg, NY 12885
(518) 307-7518
ed_frulla@northcountryridermagazine.com

Advertising Total _____

Company / Business/Advertiser Name

Billing Address

City State Zip Code

Telephone

Contact

Contact e-mail address

I hereby certify that I am an authorized agent of the above named company (herein named as "advertiser") and have authority to execute the Advertising Agreement for and on behalf of same. With my signature below, I authorize North Country Rider Magazine to publish advertising as outlined above within the publishing dates of April to October.

This Advertising Agreement is subject to all terms and conditions set forth on the North Country Rider Magazine rate sheet, a copy of which has been made available to me. I have read and understand all of the terms and conditions set forth on the rate sheet.

Signature

Date

North Country Rider Magazine

Ad Layout Guide

