



NEWSLETTER ADVERTISING RATES AND INFORMATION

Advertising in Off-Road, the quarterly MORC newsletter, allows you to reach over 1,100 avid riders throughout the metropolitan area and greater Minnesota. Advertising helps cover the costs of publishing the newsletter, allowing MORC to invest more resources in maintaining area trails and building new singletrack. MORC is a 501(c)3 nonprofit organization, so your advertising contribution may be tax-deductible as well.

SPECIFICATIONS

Please provide files to size in one of the following formats: Adobe Illustrator (.ai) files, PDF or EPS. All fonts should be converted to outlines. Include a copy of your logo (at least 300 ppi at 3" wide) in one of the following formats: JPG, TIFF, PSD or EPS. Send ad files and logos to Douglas Larsen at PressReady Design: doug@pressreadydesign.com

PAYMENT

Please send payment for ads to:

MORC
PO Box 19520
Minneapolis, MN 55419

Checks should be made payable to MORC or Minnesota Off-Road Cyclists. Payment is due with artwork.

ISSUE DATES AND DEADLINES

Winter 2008-2009 Newsletter

Articles and Ads Due: January 15
Print Date: Approximately January 30

Spring 2008 Newsletter

Articles and Ads Due: March 1
Print Date: Approximately March 16

Summer 2008 Newsletter

Articles and Ads Due: June 16
Print Date: Approximately June 30

Fall 2008 Newsletter

Articles and Ads Due: September 16
Print Date: Approximately August 30

QUARTER-PAGE AD

3.625" wide x 4.875" high

1 issue: \$100

4 issues: \$95 each = \$380
(\$20 savings)

8 issues: \$90 each = \$720
(\$80 savings)

HALF-PAGE AD

7.5" wide x 4.875" high

1 issue: \$175

4 issues: \$165 each = \$660
(\$40 savings)

8 issues: \$150 each = \$1,200
(\$200 savings)