

## Advertising & Editorial Office:

### SPOKES MAGAZINE

5911 Jefferson Boulevard  
Frederick, MD 21703  
Voice & Fax: (301) 371-5309  
email: neil@spokesmagazine.com

Circulation: 25,000

Published eight times per year: March, April, May, June, July, August, September, Winter

### Distribution

SPOKES is distributed free of charge electronically (log onto [www.spokesmagazine.com](http://www.spokesmagazine.com) and click on the cover or go to the archives for past issues) and in print to health clubs, bicycle stores, fitness centers, triathlon stores, YMCAs, YWCAs, health food stores, athletic shoe stores, youth hostels, and at major bicycling events throughout the region. Deliveries are via truck routes in the Baltimore/Washington/northern Virginia area and via UPS directly from the printer to other areas. Annual subscriptions via First Class mail are available at \$25.

### Format

SPOKES is printed on a web offset press on 35 pound Jet paper stock. The finished format is 11.5 x 14.5 inches. Layout and ads are measured on a three column per page format.

### Mechanical Requirements

Spokes is formatted on a Macintosh computer using Adobe InDesign. **Press-optimized PDF files are the preferred format. See ad sizes to the right for layout specifications.** If you submit an InDesign file, be sure to package all supporting files (fonts and images) into one compressed folder. Please accompany any native files with a PDF of your ad. Other electronic files (Adobe Illustrator, Adobe Photoshop, Freehand, Corel Draw, etc.) should be saved as .TIF or .EPS with fonts converted to outlines. Advertisement design is available.

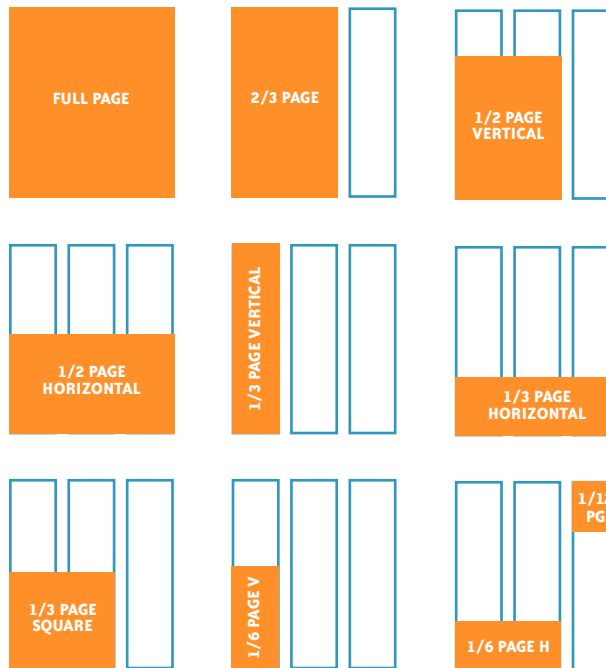
**BLACK AND WHITE ADS:** If you have any color files in your black and white ad, they must be converted to gray scale. Camera ready photostats or veloxes will have to be scanned, so some quality will be lost. Halftone line screen is 85 lines per inch.

**FOUR-COLOR ADS:** Be sure your color images are converted to CMYK. Line screen is 100.

**SUBMITTING YOUR AD:** Please include an identifier when naming your file, e.g. "FunCycles\_spokes\_halfpg.pdf". Email ads to [neil@spokesmagazine.com](mailto:neil@spokesmagazine.com). *Large files may be sent via FTP – contact us for log-in information.*

### DISPLAY DIMENSIONS (IN INCHES)

Unit	Width	Depth
Full page	10 1/4	14
2/3 page	6 3/4	14
1/2 page (vertical)	6 3/4	10 1/4
1/2 page (horizontal)	10 1/4	6 3/4
1/3 page (vertical)	3 1/4	14
1/3 page (horizontal)	10 1/4	4 1/4
1/3 page (square)	6 3/4	6 3/4
1/6 page (vertical)	3 1/4	6 3/4
1/6 page (horizontal)	6 3/4	3 1/4
1/12 page	3 1/4	3 1/4



### ADVERTISING RATES - BLACK AND WHITE

Unit	1x	3x	6x	8x
Full	\$995	920	850	790
2/3 page	790	740	690	640
1/2 page	580	530	500	480
1/3 page	425	400	375	350
1/6 page	250	225	205	195
1/12 page	160	150	140	135

**Color** Add \$200 for full-page and 2/3 page ads.  
Add \$100 for 1/12 to 1/2 page ads.

### PREMIUM LOCATION RATES (INCLUDES COLOR)

Unit	1x	3x	6x	8x
Back Cover	\$1700	1600	1400	1350
Inside Front	1400	1300	1200	1100
Page One	1400	1300	1200	1100
Inside Back	1300	1200	1100	950

### WEB ADVERTISEMENT RATES (CALL FOR PRICING)

Top Banner	728 x 90
Skyscraper	160 x 600
Bottom Banner	728 x 90

Full electronic version on-line every month!  
[www.spokesmagazine.com](http://www.spokesmagazine.com)

## Serving Cyclists in the Mid-Atlantic Since 1987

Now in its 23rd year of publication, SPOKES continues as the voice of cycling in the mid-Atlantic region. Our readership now runs from central Pennsylvania south to Virginia's border with North Carolina, and from the Atlantic Ocean's shores in Delaware west to the mountains of West Virginia.

Bicycling has never been more popular in the mid-Atlantic. Cycling events in this region continue to evolve and grow. Virtually every weekend of the nine-month-long cycling season offers cycling enthusiasts a choice of events.

And how about the following as examples of cycling's popularity here:

- Arlington, Va., is named one of the best cities in which to ride a bike by the League of American Cyclists.
- The legendary Race Across America (RAAM) will again finish in Annapolis, Maryland.
- The mayor of Washington, D.C. is a passionate cyclist/triathlete.
- Several mid-Atlantic pro cyclists are among the world's best.
- A local woman becomes THE woman to beat in the rough and tumble world of cyclocross.
- Events like the Sea Gull Century, Bike Virginia and the Columbia Triathlon fill up months before the events are even held!

Editorially, SPOKES has evolved also. Over the more than two decades in publication, we've polished our product, and now offer regular columns on commuting, family cycling, mountain biking (SingleTrack) road racing from an insider's perspective, triathloning (TriSpokes), the women's perspective (SpokesWomen) and BMX in the mid-Atlantic.

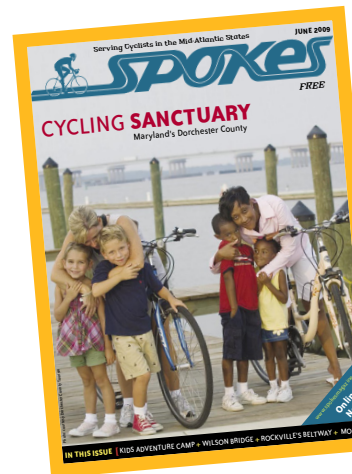
Unlike most regional publications of this type, all of our editorial content is developed and written specifically for our readers. These are not canned press releases, but rather researched and carefully edited stories designed to get our readers motivated to get out there and explore the mid-Atlantic on their bikes.

Our Calendar of Cycling Events continues to be one of the most useful sections with most cycling activities included.

SPOKES continues to be the best bargain in that it is distributed free of charge throughout the region at nearly 500 locations, from health clubs, fitness stores and bike stores, of course. SPOKES is also available via first class mail by subscription.

## ADVERTISING DEADLINES

Issue	Closing Date Due Date	Materials Date	Distribution
March	February 9	February 17	February 26
April	March 9	March 17	March 26
May	April 13	April 21	April 30
June	May 11	May 19	May 28
July	June 8	June 16	June 25
August	July 13	July 21	July 30
September	August 10	August 18	August 27
Winter	November 2	November 10	November 19



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email:

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# 2010 RATE CARD

Web Ads  
Now Available!  
[www.spokesmagazine.com](http://www.spokesmagazine.com)



Serving the Mid-Atlantic  
Cycling Community

Since 1987