

2017

# ipmba news

NEWSLETTER OF THE INTERNATIONAL POLICE MOUNTAIN BIKE ASSOCIATION

IPMBA PROMOTES THE USE OF BIKES FOR PUBLIC SAFETY, PROVIDES RESOURCES AND NETWORKING OPPORTUNITIES, AND OFFERS THE BEST, MOST COMPLETE TRAINING FOR PUBLIC SAFETY CYCLISTS.

## WHY ADVERTISE IN ?

**I**PMBA News, the official publication of the International Police Mountain Bike Association, is the *only* publication dedicated to law enforcement, EMS providers, and security/patrol personnel who ride bikes in the line of duty. *IPMBA News* is mailed directly to more than 3,000 individual public safety cyclists in the U.S. and beyond, including the U.K, Canada, and Australia, distributed at trade shows, and sent out with hundreds of information requests. You won't find a more focused audience anywhere!

## ADVERTISEMENT SIZES

Half page: 7 1/2" w x 5" h  
 Full page: 7 1/2" w x 10" h  
 Full page bleed (publication size: 8 1/2" x 11")  
 Business card: 2" x 3 1/2"

## ADVERTISING RATES\*

Size	1x	2x	3x
Half	\$340	\$315	\$290
Full	\$410	\$385	\$355
Full Bleed	\$460	\$430	\$410
Bus.Cd.	\$150	\$140	\$135

\*Corporate members save 10%!

## REPRODUCTION MATERIAL

### Electronically:

High-resolution JPG or press-optimized PDF.  
 Proof must accompany file.  
*IPMBA News* is printed in Pantone® 548.

## 2017 IPMBA NEWS

### DEADLINES FOR CONTRACTS & ART\*

**Winter:** Friday, December 30, 2016  
**Spring/Summer:** Friday, June 2, 2017  
**Fall:** Friday, October 20, 2017

\* SUBJECT TO CHANGE.

## 2017 IPMBA NEWS

### PUBLICATION SCHEDULE\*

**Winter:** February 28, 2017  
**Spring/Summer:** July 21, 2017  
**Fall Issue:** November 21, 2017

\* SUBJECT TO CHANGE.

*IPMBA is a GREAT way to do business!*  
 — Eric Kackley, Volcanic Bicycles

## WHAT IS EYE-PIM-BAH?

**T**he International Police Mountain Bike Association (IPMBA) is a non-profit educational organization providing resources, networking opportunities, and the best, most complete training for public safety bicyclists. Since the founding of the organization in 1991, IPMBA has certified more than 1,600 instructors, who have in turn provided valuable training to more than 45,000 police officers, EMS professionals, and security personnel on bikes. IPMBA offers the nation's only conference and product exhibition designed exclusively for public safety cyclists.

## QUESTIONS, CONTRACTS & ART TO:

Maureen Becker  
 IPMBA Executive Director  
 583 Frederick Road, Suite 5B  
 Baltimore MD 21228  
 410-744-2400; E-mail: maureen@ipmba.org

## **GENERAL CONDITIONS**

- All orders for advertising insertions are subject to the Publisher's acceptance. The Publisher reserves the right to reject or cancel for any reason, or at any time, any advertising which, in the sole opinion of the publisher, does not conform to the editorial or graphic standards of the publication.
- Ad space may be canceled up to contract and art deadline for each issue. Late charges may be applied to ad materials not received by date stated by publisher or production manager.
- Advertisers and advertising agencies assume liability for advertisement content (including text, illustration, representation, and other copyright matter), and also assume responsibility for any claim arising therefrom against the publisher.
- Publisher reserves the right to place the word "advertisement" on copy which, in his/her opinion, closely resembles editorial matter.
- Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by the publisher in writing.
- Publishers liability for any error will not exceed the cost of the space occupied by the error.
- Publisher shall not be held liable for any damages, including consequential damages, if, for any reason, the Publisher does not publish any advertisement.
- Publisher reserves the right to hold the advertiser and/or its advertising agency jointly or severally liable for such monies as are due and payable to the publisher.
- Rates for advertising space are subject to change without notice. Advertisers on contract prior to rate changes are protected against rate increases until the expiration of the current contract.
- Publisher retains the right to resize any ad submitted in a size not outlined in this material or agreed to in writing.
- Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner.

### **Contracts and Art to:**

**IPMBA NEWS**  
**583 Frederick Road, Suite 5B**  
**Baltimore, MD 21228**  
**410-744-2400/Fax 410-744-5504**  
**maureen@ipmba.org**



**ADVERTISING INSERTION AGREEMENT**

**Company Name:** \_\_\_\_\_ **Corporate Member:**  Y  N

**Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**AD SIZE: (Check One)**

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**AD PLACEMENT: (Art deadlines appear in parentheses)**

- Winter 2017 (12/30/16)  Spring/Summer 2017 (6/2/17)
- Fall 2017 (10/20/17)

**AD RATES\***

*\*Corporate members save 10%!*

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**ARTWORK: (Check One)**

- High-Resolution JPG  Press-Optimized PDF

**TYPE (Check One)**

- New
- Pick-Up from \_\_\_\_\_

**Number of Insertions:** \_\_\_\_\_

**TOTAL: \$** \_\_\_\_\_

*Fax to*  
**410-744-5504**  
*or mail to*  
**IPMBA, 583 Frederick Rd, Suite 5B,**  
**Baltimore, MD 21228**

- Payment Enclosed
- Invoice me as ads are placed
- Please charge my Visa/Mastercard (circle one)

# \_\_\_\_\_

**Expire:** \_\_\_\_\_ **CID #:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

PAYMENT POLICY

Payment terms are net 30 days from date of invoice. Advertiser or agency must pay any and all reasonable attorney fees if it becomes necessary to place for collection any bill or charge. Only Visa and Mastercard are accepted.

**Questions? Call 410-744-2400 or email maureen@ipmba.org.**