



**Serving Santa Barbara County**

We're a countywide advocacy and resource organization that promotes bicycling for safe transportation and recreation.

**How to reach us**

Santa Barbara Bicycle Coalition  
PO Box 92047  
Santa Barbara, CA 93190-2047  
phone ... 805-962-1479  
email ... info@sbbike.org  
web ... www.sbbike.org

# Advertising in *Quick Release*

The Santa Barbara Bicycle Coalition is accepting a limited amount of advertising in its monthly newsletter *Quick Release*. Circulation is nearly 500 households and individuals, most of whom cannot be reached through ordinary channels like bicycle club lists. In addition to bicyclists, our circulation includes: about 100 of the largest local employee transportation coordinators whose job is to encourage alternative transportation like bicycling within their companies; bike clubs, bike shops, and bike services in Santa Barbara County; plus our county supervisors and all city council members.

**Publication.** *Quick Release* is published in standard 8.5" x 11" page size, black and white.

**Ad size.** Standard business card size, horizontal format, 3.5" wide x 2.0" high.

**Ad rates.** Cost per ad per issue is \$18. Cost for 12 ads in 12 consecutive issues is \$180.

**Mechanical requirements.** Business card size (3.5"x 2") camera-ready art, or preferably TIFF or JPEG files with 300 or more pixels/inch.

**Deadline.** Advertising Order Form and material must be received by the 15th of the month before publication.

**Terms.** All advertising orders must be paid in advance by check or money order. Because we mail *Quick Release* under US Postal Service nonprofit conditions, we cannot accept advertising for credit cards, insurance policies, and travel arrangements. We reserve the right to put the word "advertisement" next to any advertisement.

**Liability.** Advertiser will indemnify, defend, and hold harmless the Santa Barbara Bicycle Coalition from any claim and loss, expense or liability arising out of publishing any advertisement. The liability of the Santa Barbara Bicycle Coalition for any error or omission or delay for which it may be held legally responsible, shall in no event exceed the cost of the space paid for and occupied by such individual advertisement.

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## Advertising Order Form

Complete and mail this form with your business card or other camera-ready art work along with payment by check or money order (payable to Santa Barbara Bicycle Coalition) to arrive before our advertising deadline. Check the boxes to select your advertising schedule. Forwarding an order to us is construed as an acceptance of rates and conditions under which the advertising is sold.

date \_\_\_\_\_

name \_\_\_\_\_

company/organization \_\_\_\_\_

address \_\_\_\_\_  
\_\_\_\_\_

city, state, zip \_\_\_\_\_

phone \_\_\_\_\_

email \_\_\_\_\_

12 consecutive issues ...\$ 180  
Starting on \_\_\_\_\_

- January ..... \$ 18
- February ..... \$ 18
- March ..... \$ 18
- April ..... \$ 18
- May ..... \$ 18
- June ..... \$ 18
- July ..... \$ 18
- August ..... \$ 18
- September ..... \$ 18
- October ..... \$ 18
- November ..... \$ 18
- December ..... \$ 18

Mail to: Santa Barbara Bicycle Coalition, PO Box 92047, Santa Barbara, CA 93190-2047