



SIXTEENTH INTERNATIONAL CONFERENCE ON WALKING AND BICYCLING  
Monday, September 13 through Thursday, September 16, 2010, Chattanooga, Tennessee

# ADVERTISING RATE CARD AND RESERVATION FORM

for the

*Pro Walk/Pro Bike 2010*

*Program Book*

Your ad in the Pro Walk/Pro Bike 2010 Program Book will provide increased and lasting exposure to leading decision-makers in the walking and bicycling arenas.

Professionals, public officials, and advocates will be reminded of your services and products throughout the conference and long after the event.

Exhibitors who know the benefits of reaching our delegates requested the opportunity to advertise in the program book.

***"It's a unique group of attendees."***

Conference exhibitor

## ADVERTISERS PLEASE NOTE:

Advertising materials are due on or before August 1, 2010.

### Electronic materials:

e-mail at any time to:  
[maryalice@bikewalk.org](mailto:maryalice@bikewalk.org)

### Camera-ready ads:

AFTER May 15, 2010, send to:  
Pro Walk/Pro Bike Program Book  
1394 Munger Street  
Middlebury, VT 05753

**PLEASE DO NOT SEND ANY  
ADVERTISING MATERIALS TO  
THE UNIVERSITY OF OREGON**

## 1. ADVERTISER INFORMATION

Company/organization name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/province \_\_\_\_\_

Zip/postal code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Contact person \_\_\_\_\_

Contact E-mail \_\_\_\_\_

## 2. SPACE RESERVATION

	Size	Dimensions	Rate
___	Full page	7½" x 10"	\$1,000
___	Full page bleed	8⅝" x 11¼"	\$1,000
___	Half page vertical	3½" x 10"	\$600
___	Half page horizontal	7½" x 5"	\$600
___	Quarter page	3½" x 5"	\$400
___	Eighth page	3½" x 2½"	\$250

All placements are run of book. The program book is printed in full color. Page size is 8½ x 11 inches.

## 3. DEADLINES

The deadline for space reservations is July 15, 2010. Materials are due August 1, 2010

## 4. TOTAL AMOUNT DUE

\$ \_\_\_\_\_

Payment in full is due with reservation. *All prices are in U.S. dollars.*

## 5. PAYMENT

Ad reservations can now be made on-line via the conference website at [www.bikewalk.org/2010conference/exhibitsandadvertising.php](http://www.bikewalk.org/2010conference/exhibitsandadvertising.php). To reserve space by mail and/or pay by check, complete this form and mail with payment in U.S. dollars to:

Pro Walk/Pro Bike 2010  
1277 University of Oregon  
Eugene, OR 97403-1277

Please make checks payable to National Center for Bicycling & Walking **in U.S. dollars.**

## 6. FOR MORE INFORMATION

Contact Mary Alice Rath, advertising coordinator, by e-mail at [maryalice@bikewalk.org](mailto:maryalice@bikewalk.org), or by phone at:

804-438-5225 (before May 15)

802-388-7347 (on or after May 16)