



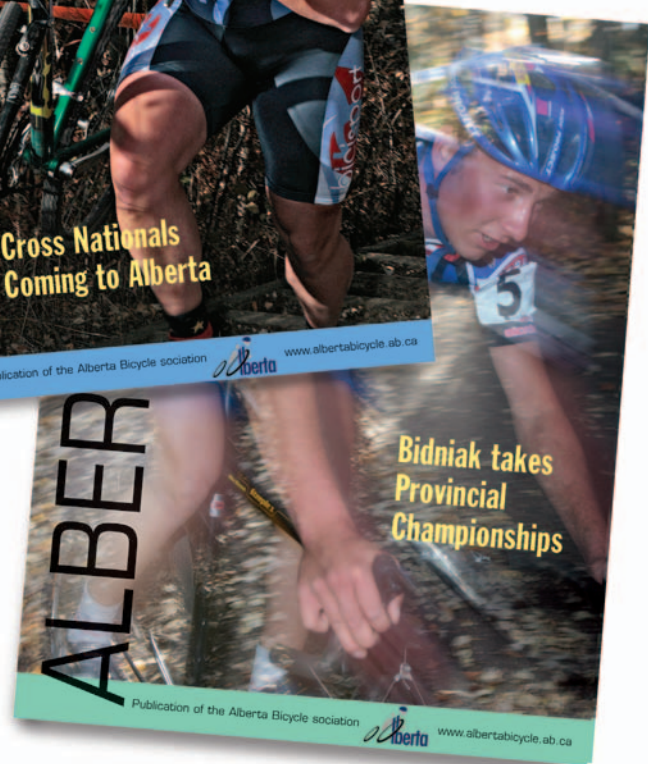
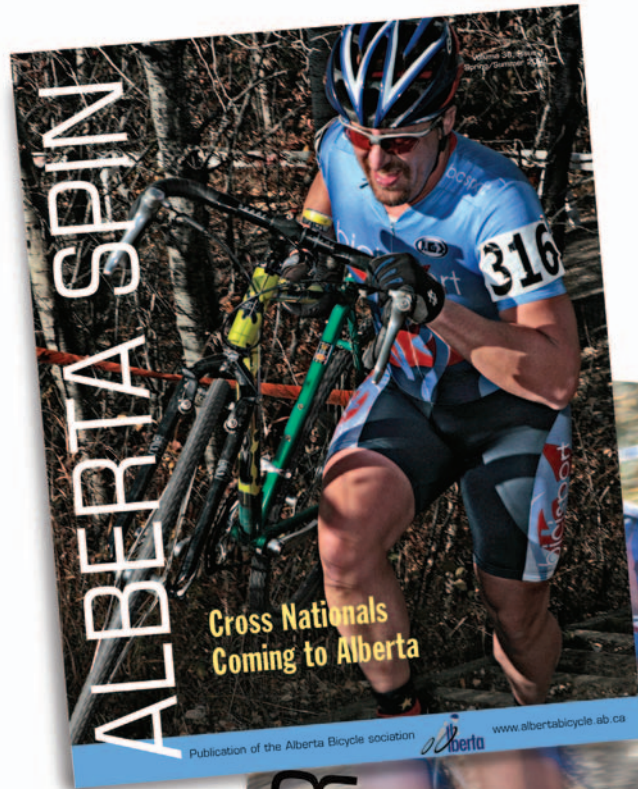
# 2008 MEDIA GUIDE

[www.albertabicycle.ab.ca](http://www.albertabicycle.ab.ca)





The Alberta Bicycle Association (ABA) is the provincial branch of the Canadian Cycling Association. The ABA is the organizing body promoting all aspects of cycling in Alberta. The ABA is a not-for-profit association. ABA members include road, track, BMX, cyclo-cross and mountain bike cyclists, recreational cyclists, educators, coaches, officials, administrators, volunteers, and advocates of the sport.



The *Alberta Spin* is the cycling magazine in Alberta. Published twice a year, spring and fall, with a circulation of 3,500, it is mailed to ABA members. It is also distributed at ABA retail affiliates and various cycling events throughout the season.

Editorial highlights include; Alberta cycling events listings, race results and write ups, Recreation and Transportation Committee updates, travel articles, new products and the dedicated *BMX-cite* section.

*Alberta Spin* delivers information and insight that cannot be found elsewhere because it is the only cycling magazine that focuses entirely on the Alberta market.



# Sponsorships

The Alberta Bicycle Association offers customized sponsorship packages.

Have your banners, literature and PR tent at 60+ cycling events.

Place your web banner on the ABA homepage. Also keep your message top-of-mind with the ABA e-newsletter sent weekly during May to September and bi-weekly during the off-season.



Home About ABA Racing Recreation/Transportation Results Provincial Team Clubs Resources Calendar Classifieds Contact

Register online **Karelo.com**  
Register for the ABA  
Click the Karelo.com button above to register online!

Here's the latest from ABA headquarters...

**2008 ABA Calendar Now Available**  
The Alberta Bicycle Association is excited to announce the 2008 Calendar. The tentative calendar is now available in our [calendar](#) section.

**Provincial Project Coaching Opportunities**  
For 2008, the ABA is creating opportunities for Alberta coaches to gain experience through cycling camps and provincial team projects. The ABA would like to invite applications from Alberta coaches who are interested in becoming involved with provincial team projects and camps. The ABA is looking for coaches of all levels of experience for camps and projects in all disciplines (road, MTB, track, BMX, downhill, cyclocross).  
Coach applicants are required to complete the following application [form](#) and submit by March 1, 2008 to be considered for the various camps and projects. Coaching Selections will be made by the ABA Racing Committee.  
All selected coaches will be required to submit a Police Record Check, Child Welfare Check and a Driver's Abstract.  
To submit forms or inquire about additional information, please contact Jayson Gillespie (403-210-7984; [jay@albertabicycle.ab.ca](mailto:jay@albertabicycle.ab.ca)).

**Shell Community Fund**  
Are you a Shell employee, retiree or retailer/agent who gives personal time to the ABA or club on a volunteer basis. You can help support the ABA by applying for the Shell Community Fund.  
To Apply Visit the Shell Website [here](#).

**2008 ABA Commissaire Courses**  
The ABA will be running Commissaire Courses in Road/Track, Mountain Bike and BMX throughout March and April. Those interested can register through [Karelo](#) or by downloading the registration form [here](#).

**BMX Clubs should note that you must have a minimum of 3 trained commissaires in your club.**

Course	Location	Instructor	Date
BMX Commissaire Course	Calgary	Jim Negenman	Saturday, March 1
Mountain Bike Commissaire Course	Calgary	Geordie Ma	Saturday, March 8
Road & Track Commissaire Course	Calgary	Chris Wood	Saturday, March 15
BMX Commissaire Course	Edmonton	Jim Negenman	Saturday, March 29
Road & Track Commissaire Course	Edmonton	Tim Harris	Saturday, April 5
Mountain Bike Commissaire Course	Edmonton	Loyal Ma	Sunday, April 13

**2007 Cyclocross Worlds**  
The ABA would like to congratulate Aaron Schooler (ERTC/Redbike/H&R Block), Shaun Adamson (Juventus), Brain Robinson (CMC/Bowcycle) and David Larson (Juventus) for making the Canadian National Team for the 2007 Cyclocross Worlds on January 26-27 in Treviso, Italy. All athletes will be in Europe for several weeks

Align your company with a healthy lifestyle.

## Rates & Mechanicals

4 Colour	1X	2X
Full page	\$950	800

Colour available for cover section only.

Black & White	1X	2X
Full page	\$600	525
1/2 page	350	295
1/3 page	200	150
Double-page spread	1050	945

Marketplace page (b/w)	1X	2X
1/6	\$125	100
1/12	\$65	50

### Mechanicals:

Trim size:	8.5 x 11 inches
Image size:	7.5 x 10 inches
Add 1/4" to trim size for bleed.	
Printing process:	Sheet fed
Binding:	Saddle stitches
Screen:	300 dpi

Ad material may be submitted as jpegs, PDF or eps files. Include proof. Acceptable transfer media include CD or FTP file transfer. Call for access to FTP site.

## Call for ABA member & affiliates' ad rate card.

**Note:** Ad make up services are available at no charge.

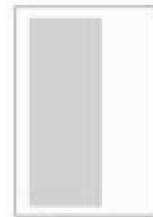
**Material deadlines:** April 15 for Spring and Sept. 15 for Fall.

ABA members know their sport. They are the influencers in their field. Introduce them to your new products. Send us your high-resolution photo and a description of your product. This is a free listing.

**Inserts:** The magazine can be poly bagged to include insert. Contact Yukio Yamada for details.

**Contact:** ABA sponsorships:  
Kipp Kaufmann  
Executive Director  
11759 Groat Road  
Edmonton, AB T5M 3K6  
Phone: 780.427.6352  
Toll Free: 1.877.646.BIKE (2453)  
Fax: 780.427.6438  
kipp@albertabicycle.ab.ca

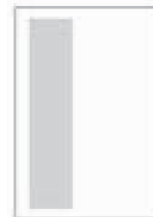
Alberta Spin ad sales:  
Yukio Yamada  
magazine@albertabicycle.ab.ca  
416-428-5354



1/2 ad vertical  
3 3/4" X 10"



1/2 ad horizontal  
4 7/8" X 7 1/2"



1/3 ad vertical  
2 3/8" X 10"



1/3 ad square  
5" X 4 7/8"