



MUSKEGON RALLY GUIDE

REASONS TO RIDE: MICHIGAN 2024 RALLY EDITION
The Official Rally Guide and Muskegon Rally Guide –
A Pocket Guide to REBEL ROAD And other regional motorcycle events.



The Child Abuse Council of Muskegon County has teamed with Reasons To Ride Michigan to produce the MUSKEGON RIDE GUIDE: RALLY EDITION and it's the **ONLY Official Pocket Guide to the REBEL ROAD 2024 MOTORCYCLE RALLY – MICHIGAN'S BIGGEST MOTORCYCLE BASH!** If you have a business catering to motorcycle enthusiasts or would like to take advantage of all the dollars coming into the region as part of the Rally – this is your best means of reaching riders attending the rally. Copies are placed directly into the hands of riders at hotels, restaurants, dealerships, and event locations. It's also sent out to more than **300,000 PRINT AND DIGITAL SUBSCRIBERS** of Reasons To Ride!

ATTN RALLY VENDORS AND LOCAL RETAILERS:

The **POCKET GUIDE** is a **GREAT** way to let rally riders know where you are at and deliver any special offers that you'd like. There will be special sections highlighting **SERVICE ZONES** and **TATTOO AREAS**. For those offering services, a **POCKET GUIDE** ad is a great way to encourage folks to schedule appointments or simply distinguish yourself from others offering what might be considered similar products or services.

LET THEM KNOW WHERE YOU'LL BE AT REBEL ROAD!
OFFER COUPONS, LET THEM KNOW ABOUT SPECIAL OFFERS!

The REBEL ROAD RALLY RUN!

Free for Riders to participate in – with over 100 Prizes and a **\$500 GRAND PRIZE!** Apply to have your business as an **OFFICIAL STOP** on the RUN! And featured on the **RIDE MAP** – inside **EVERY RALLY GUIDE!** **DIGITAL CHECK-INS!**

MUSKEGON RALLY GUIDE EDITIONS

Ad Size	RALLY GUIDE RTR JULY 2024	Pocket Rally Guide Alone	POCKET DISCOUNT RATE FOR SPONSORS & VENDORS
Full Page	\$700	\$500	\$300
FULL SPREAD	\$1200	\$800	\$500 – 2 FULL PAGES!
Half Page	\$400	\$300	\$200
Qtr Page	\$275	\$200	\$150
1/8 Page	\$200	\$150	\$100 Only room for Logo and basic info.

REBEL ROAD RALLY RUN STOP – Only \$200 Extra!

In addition to an AD for the location in the Guide.

BASIC AD DESIGN FEE - \$100 / FULL PAGE

\$30 FOR 1/8 PAGE DOES NOT INCLUDE CREATION OF CUSTOM ART WORK OR PHOTO EDITING.

ATTENTION HOTELS / CAMPGROUNDS!

ADD EXTRA PAGES AND RUN ALL SUMMER w/ HOSPITALITY TRADES!

POCKET GUIDE AD SIZES

FULL SPREAD	7" wide x 6.5" tall	
FULL PAGE / COVER	3.5" x 6.5" tall	Submit files as
HALF	3" x 2.875" tall	300dpi CMYK JPEGS

RESERVE YOUR SPOT TODAY

CALL 440-678-8608

Or email:

ReasonsToRide.com

REBEL ROAD
JULY 17th-21st, 2024

REACH OVER
250,000 RIDERS
THROUGH MICHIGAN'S
LARGEST
MOTORCYCLE RALLY
AND THROUGH-OUT
THE REGION!

THESE ARE THE OFFICIAL
RALLY GUIDES WITH
THE ONLY
OFFICIAL SCHEDULE!

PRINT & DIGITAL RALLY MAP
w/ ALL KEY LOCATIONS AND
SPONSORS HIGHLIGHTED.

SPACE IS LIMITED. DON'T DELAY.

POCKET RALLY GUIDE

BACK COVER	\$2,000
INSIDE FRONT COVER	\$1,500
FIRST PAGE	\$1,250
INSIDE BACK COVER	\$1,500
CENTERFOLD (2 PAGE)	\$1,500

