



The #1 Motorcycle Magazine in the Region, BAR NONE!!

RIDIN' ON Magazine

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ATTENTION MOTORCYCLE BUSINESSES & BIKER-FRIENDLY ESTABLISHMENTS;

RIDE 'N' ROLL SUMMER-LONG DICE RUN

Thank You for your interest in joining this season's "**RIDE 'N' ROLL**" Summer-Long Dice Run! Here's some additional information about this phenomenal program.

In trying to figure out ways to get riders out on the road to have fun and support the motorcycle industry and our biker-friendly advertisers, the concept for our *Ridin' On* was born in the Spring of 2008.

Now in our 12th Year, the RIDE 'N' ROLL has become the most anticipated event of the riding season and has grown from under a hundred Stops and around 4,000 riders our first year to more than *double those numbers* last year with almost 200 Stops and more than 8,000 Ride Passports assigned to participating riders!

The event is *free* for all riders, and the idea is for them to travel the region throughout the Summer, May 1st – October 1st, visit as many Stops as they can; roll the dice and get their Passport route book stamped. At the end of the season, riders tally their score and mail us their entry books and...*high score WINS \$5,000!!*

Cash & prizes are also awarded for 2nd through 10th place and other categories, and random drawings feature **FREE Gas for a Year** and **Thou\$and\$ in Gift Certificates** payable to participating Stops; totaling around **\$20,000** given away right in front of everyone at a special dinner!! Plus more has been added yearly!

To be a Stop costs just a flat \$500 and gets you a FULL Summer of Advertising and Promotions: Your business name will be listed in **2-Page color ad spreads** we'll be running in *Ridin' On Motorcycle Magazine* throughout the Summer's issues; displayed prominently on our **www.RidinOn.com** website; and on big color **posters** and **fliers** we'll be distributing across our region. Your full business info will appear in thousands of "**Passports**" that riders will be carrying with them *all season long!*

This multi-month promotion puts more than a Million Miles on the road each riding season and would benefit virtually every motorcycle-related business; from dealerships to shops of all brands, leather stores to restaurants & biker bars, tattooists, etc, and is **GUARANTEED** to drive traffic to your door...we expect even more folks will be out riding next Summer trying to score enough points to win one of our major cash prizes, Gift Certificates, Free Gas or even a new motorcycle! We provide everything you'll need, from dice to stamps and even pens!

Don't miss this chance to promote your business, support the riding community, increase ridership and bring people through your front door for such a small sum. It is like a yearly introduction of your business to the riders! We are compiling a list of new Stops NOW, so please **contact us immediately!**

Thanks in advance for your participation & support, and we'll see ya down the road!

Bill & Darlene

Bill & Darlene Bish, Editors & Publishers

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DON'T LET THIS OPPORTUNITY ROLL BY!!!