

# The BRAN Tour Guide. . .

## Good Reading...and Good Business!

The Bicycle Ride Across Nebraska (BRAN) brings hundreds of riders, volunteers, and supporters to your town—an exciting opportunity to showcase your community and drive business directly to your door!

BRAN provides each participant with a Tour Guide, a high-quality 4.25" x 7" publication that includes

- Daily route maps
- Highlights of points of interest
- Information about host towns

Riders carry the guide with them everywhere and read it cover to cover. **By advertising in the Tour Guide, you can ensure riders know exactly where to find your business and how to make the most of their visit.**

### WHY ADVERTISE IN THE TOUR GUIDE?




Let us count the ways!

- **Direct Access to Riders:** Riders actively use the Tour Guide to plan their meals, lodging, and activities during their stay.
- **Affordable Exposure:** Ads start at just \$30, making it an accessible option for businesses of all sizes.
- **Long-Term Visibility:** Riders often keep their Tour Guide as a memento, ensuring ongoing exposure.
- **Boost Your Local Economy:** Advertising helps bring more customers to your door and showcases your town's hospitality.

### EXAMPLE PAGES



**THURSDAY**



**Lindsay** (31.7 miles - Population 283)

- Initial Irish settlement, with establishment of post office in 1874.
- As with other towns in the region, coming of the railroad was critical to early growth.
- Emerged as a regional trade center, achieving a peak population of 490 in 1920.
- Major industry is the Lindsay Corporation, founded by Paul Zimmerer in 1955 and a manufacturer of irrigation and farm automation equipment sold world-wide. Acquisitions have diversified both the products and geography of Lindsay's operations.

→ 31.8 mi Turn right (W) on 1st St.  
← 32.0 mi Turn left (S) on Elm St. (Lindsay Highway)  
→ 47.8 mi Turn right (SW) on Highway N-22

**Genoa** (50.5 miles - Population 894)

- Designated the Pawnee Capital of Nebraska and was the home territory of the Pawnee nation, dating back to the 1600s and before.
- The peaceful Pawnee tribe, once numbering as many as 60,000 people in the early 1700s, were decimated by disease borne by European migrants, crop failure, and attacks by aggressive tribes. Population had dropped to about 4,000 by 1860.
- First white settlers in area were Mormons in 1857, as Genoa became a waystation on the migration route to Utah, establishing the city of Genoa.
- Table Creek Treaty signed by the Pawnees and the government gave up tribal claim to its Nebraska lands in exchange for protection and establishment of an Indian Agency. Agency set up shop in Mormon buildings after Mormons were forced to leave by the government's special agent for the Pawnee.

### WHO SHOULD ADVERTISE IN THE TOUR GUIDE?

Every business and attraction in town but especially:

- **Restaurants and Cafes:** Hungry riders will be looking for great meals.
- **Motels and B&B's:** Help riders and supporters choose your lodging establishment.
- **Groceries and C-Stores:** Riders burn calories and will stock up on snacks and essentials.
- **Bars and Ice Cream Shops:** Offer the perfect treat for riders after a long day.
- **Unique Shops:** People from typically 35 states look for special places, buy things, and sometimes like to visit.
- **Community Organizations and Attractions:** Welcome riders and highlight local events, museums, and special features
- **Local Business Leaders:** BRAN is a nonprofit organization, dedicated to providing scholarships in rural communities and your help helps support our mission.

### AD RATES

1/2 PAGE  
3.75" X 3.125": \$60

1/4 PAGE  
1.75" X 3.125": \$45

FULL PAGE  
3.75" X 6.25": \$100  
OUR BEST VALUE

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**GREAT!** Now that you've decided to advertise with us, here's what to do.

### HOW TO SUBMIT YOUR AD in three easy steps...

#### STEP ONE: PREPARE YOUR AD

Submit your camera-ready ad in PDF, JPG, or Word format...or for the adventurous, we will also happily take an InDesign document too!

#### STEP TWO: WRITE A CHECK

Please make checks payable to "Bicycle Ride Across Nebraska"

#### STEP THREE: MAIL PAYMENT AND EMAIL YOUR AD NO LATER THAN APRIL 1, 2025

Mail your check to:

Bicycle Ride Across Nebraska

Attn: John Connell

PO Box 461113

Papillion, NE 68046

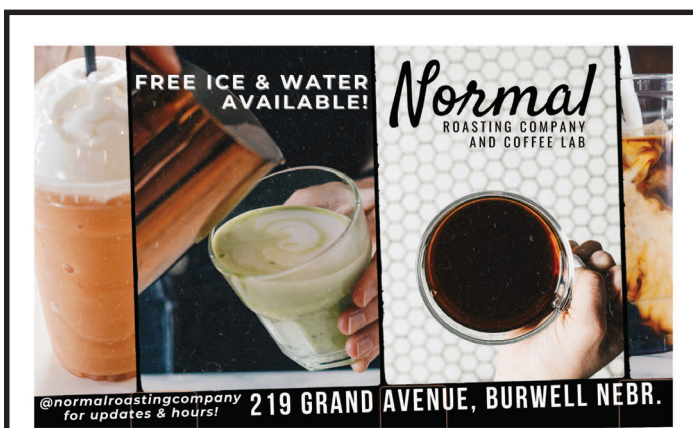
Email your ad to:

bicyclerideacrossnebraska@gmail.com. Ads will be placed only on receipt of payment

### DON'T MISS OUT!

With BRAN riders ready to explore and enjoy your community, make sure your business or organization stands out. Reserve your ad today and be part of this exciting event! Spaces are limited, so act fast!

### EXAMPLES FROM OTHER YEARS:



FULL PAGE



1/2 PAGE

1/4 PAGE