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Valerie Smith
Editor-In-Chief/Publisher

FROM THE EDITOR

Valerie@RiderNowMag.com

Calling All Rider Now Support Crew!

PLEASE come see us on Main Street in front of Boothill Saloon. We have a full schedule of Rider

Now Magazine Events during Bike Week 2011 including A Bike Week Bash with Big John at Boot Hill on Friday the 11th. He will be throwing all kinds of goodies from the stage. Highway to Hell and Rick McGee and the RoadHouse Rockers are just 2 of the awesome bands booked. We want to thank The Rats Hole Ratty Rag, Dixie Biker and Full Throttle Magazines for their support of the Food Pantry Program. You can also pick up their magazines at our Vendor Booth. They all three donated an ad for the Bread of Life T Shirts to show their support of the community.

We are printing a Special Edition Pocket Guide with the full Boot Hill Band and Events Schedule. We are proud to be their Media Sponsor for Bike Week 2011. The Rider Now Event Schedule will also be included as well. Be sure to pick one up at our vendor booth and at various locations such as Strip Club Choppers at the Hang Dawg Saloon across from the Iron Horse on US 1 and Willies Tropical Tattoo.

Great Rates and Host Hotel for Discovery Channel Celebrities

If you do not have a room yet, have we got a deal for you! The Inn On The Beach is now the completely renovated Holiday Inn Resort. The 7th thru the 9th the rooms are just \$119.00. That's Monday, Tuesday and Wednesday for those of you who hate the weekend crowds. The rooms sleep 4 and that breaks down to aprox \$30.00 a day per person! (plus tax and etc) Call them up and tell them you are with Rider Now and use the Biker2011 code. Johnny Lange and Jay Barbieri from the Discovery Channel are staying with us. If you have seen them on American Thunder and Two Wheel Thunder now is the time to meet them and get your picture with them. There is a meet and Greet Tuesday and Thursday from 5-7pm in the Brand New H2O Bar and Restaurant. Bill, the Bar Manager/Owner has all kinds of food and beverage specials. So, even if you are staying somewhere else, eat, drink and party with us at H2O! You guys are our family, we could not do this without YOU!

Mission Statement

Our goal at Rider Now Magazine is to always deliver more than is expected, and to never intentionally break a promise to our advertisers or reading audience. To give of ourselves for the betterment of others and to help the less fortunate while leading by example.

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RIDER NOW MAGAZINE

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AD RATES/SPECS

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Must be paid in full at time of proofing.

Cover (Glossy) with 2 inside pages of text with photos	\$1500
Back cover (Glossy)	\$900
Inside front or inside back cover (Glossy)	\$850
Full page ad (7.25 w x 9.75 h)	\$450

Full page w/bleed 7.25 w x 9.75 h LIVE image area - give .375 bleed.

Finished size: 8.25w x 10.8625h (Bottom margin .325", Top .25",

Left & Right margins: .32")

Half page ad (7.25 w x 4.85 h)	\$250
Quarter page ad (3.6w x 4.85h)	\$150
Business card (copy) (2x3.5)	\$85

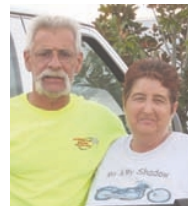
Finished Ads/Graphics should be Press ready 300dpi JPGs. CMYK
PDF's are acceptable if all fonts are converted to Outlines.

Web graphics will NOT be accepted.

**IMPORTANT! Rider Now Magazine Ad/Story submission
deadline is the absolute 15th of each month, any submis-
sion after that date will be placed in the following issue.**



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MARCH & BIKE WEEK SCHEDULE

BIKE WEEK BANDS

Fri Mar 4th	Catfish Davis and Funkin' Blues Band	8 PM - 12 AM
Sat Mar 5th	Electric Fence Blues Band	2 PM - 6 PM
Sun Mar 6th	Jimmy Sparks Jam	2 PM - ???
Fri Mar 11th	No Warning	7 PM - ???
Sat Mar 12th	Buddy Shaw	6 PM - ???
Sun Mar 13th	Jimmy Sparks Jam	2 PM - ???

STOP See US On your Way to and From Daytona

Fri Mar 18th	Buddy Shaw	7 PM - ???
Sat Mar 19th	RC Moonpie	3 PM - ???
Sun Mar 20th	Jimmy Sparks Jam	2 PM - ???
Fri Mar 25th	Evil Monkey	7 PM - ???
Sat Mar 26th	Electric Fence Blues Band	2 PM - ???
Sun Mar 27th	Jimmy Sparks Jam	2 PM - ???

During Bike Week Only...buy your first drink and get the second one free with KK Card.

All Drafts 75 cents Mon-Fri 12-3 pm.

KOOLKAT is always seeking new entertainment BLUES, COUNTRY, SOLO ARTIST, etc... GIVE US A CALL!

Bread of Life Food Pantry Update

I want to personally thank Elsa and Ken Nelson of Ocala for their donation for the food pantry. Elsa walked over to me at American Eagle Tavern and said "We think that it's a great thing that you are doing and we want to make a contribution."

She handed me \$10 without batting an eye. The cash they gave us was turned into a case of Green Beans. Our goal is to make a monthly food donation and every penny helps. Words cannot express my appreciation.

So many times we wonder if what we are trying to accomplish is getting across to our readers. This one act of kindness confirms that we are on the right track.

We are getting canned food and staples together so if you want to drop some off or send them a donation, they appreciate everything.

The Bread of Life Food Pantry is located on the East side of Old Jacksonville Road (200A).

The address is 2000 NE78th Street Ocala, Florida 34479.

Call them at 352-351-4858 and tell them you are a part of the Rider Now Magazine Support Crew on a Mission for the Hungry!



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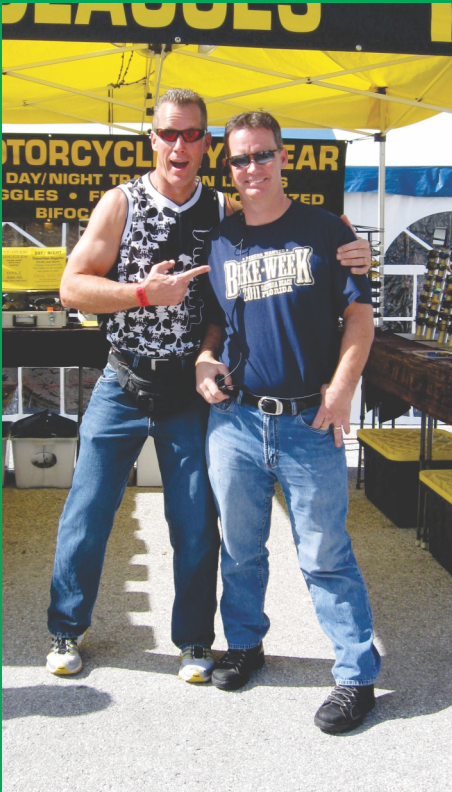
Full Throttle Expo 2011



The Best Ever!!!



The Rider Now Magazine Staff would like to Thank the Full Throttle Crew, Fran Haasch, Radical Randy and Bill Church for allowing us to be a part of the Best Full Throttle Expo to date!



MOTORCYCLES AS ART

Contributing Photographer Jim Dohms

The images this month were all taken at the annual Bike Builders Invitational Expo. The weather was great during the entire event. The builder's bikes were located under the big top. Each one was unique and top honors went to Steve Galvin with Speedstar. The ride-in competition had a wide variety of great looking bikes in multiple classes competing for trophies. Some of the winning bikes are on these pages. See you at Daytona.

Cheers

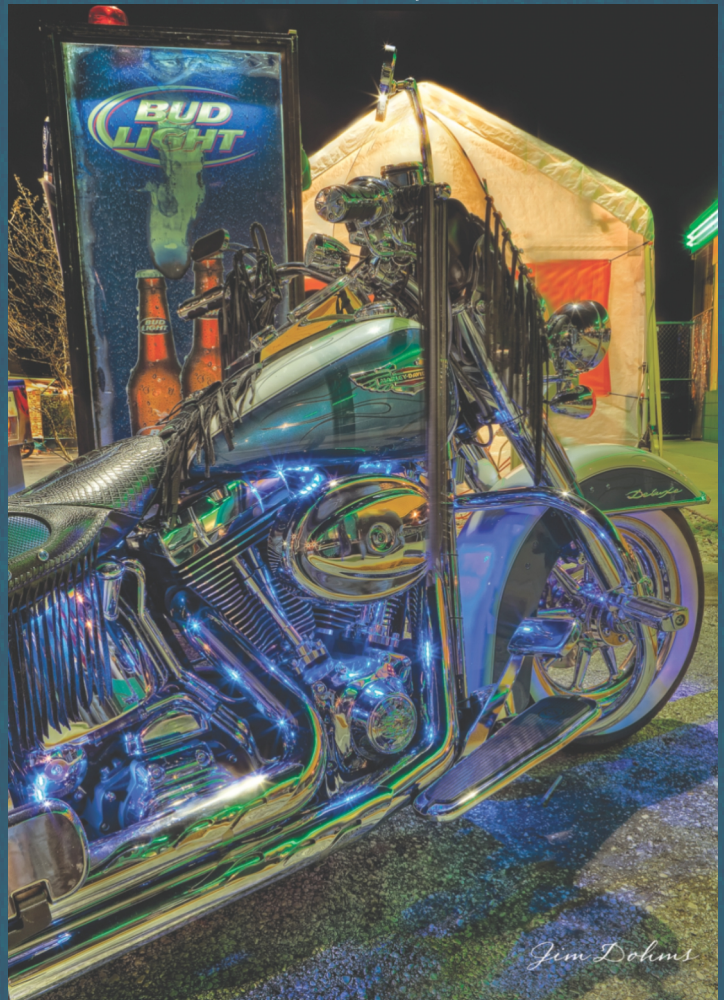
Bike Builders Invitational Expo



Pink Ridley



Strip Club Choppers



Barb's Bike

Stop By The Rider Now Booth in Daytona at Boot Hill Saloon
and register to win a Jim Dohms Biker Art Canvas.

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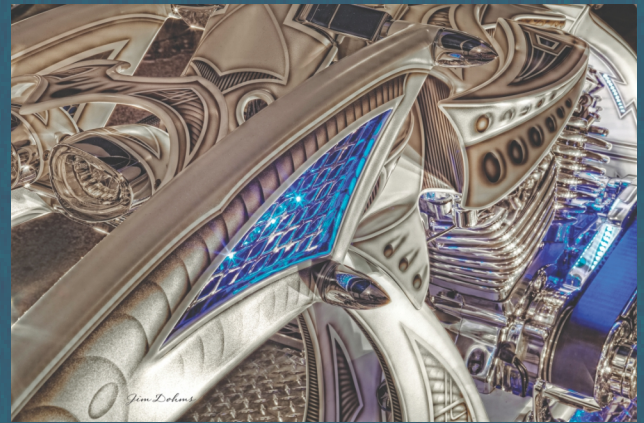
Jim Dohms is an award winning photographer specializing in motorcycle photography and portraiture. His motorcycle images show the smallest details , from the stitches in the seat to the grooves in the brake disks. To Jim, with the right light, location and camera angle motorcycle images can be created that are works of art.

Jim understands the rider's love for their bike and strives to create images that reflect that. He is available by appointment for portrait sessions anywhere in the Bay Area.

To see more of Jim's work go to:
www.DohmsCreativePhotography.com

You can also stop by his booth Wednesday nights at Quaker Steak and Lube. Phone- 941-580-9012. Email: Jim@JimDohms.com

Once again The Rider Now Magazine staff would like to say "Welcome!" to Jim, who is now a regular monthly contributor with "Motorcycles as Art".



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Eusebio's Bike at Quaker Steak



Two Winning Bikes



Some Expo Contenders



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Tuesday March 8th - 5 til 7 PM
Jay Barbieri - American Thunder
Thursday March 10th - 5 til 7 PM
PHOTO OPS!!



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