

MINNESOTA OFFROAD

OFFICIAL PUBLICATION OF MINNESOTA'S OFF-ROAD COMMUNITY

2018 Rate Card

Powerful, Precise Circulation

Minnesota OffRoad is the largest regional publication of its kind with paid distribution that includes individual, family and business members of the All-Terrain Vehicle Association of Minnesota (ATVAM) and Minnesota 4WD Association (MN4WDA). Additional circulation comes from distribution to Minnesota-registered OHV owners, related events and places of business.

Number 1 Regional

Minnesota's ATV riders represent \$642 million in expenditures annually,* and Minnesota OffRoad readers voted it their #1 source of ATV information. Packed with photos, ride and product evaluations, trip planning information and political perspectives, the OEMs' market research regularly recognizes Minnesota OffRoad's value as the strongest regional publication in the off-road industry.

Issue Closing Dates

Issue	Closing	Material Req'd	Mail Date
FEB/MAR	02/19/18	02/23/18	03/9/18
APR/MAY	04/02/18	04/06/18	04/20/18
JUNE/JULY	05/14/18	05/18/18	06/08/18
AUG/SEPT	07/16/18	07/20/18	08/03/18
OCT/NOV	09/17/18	09/21/18	10/05/18
DEC/JAN 2019	11/26/18	11/30/18	12/14/18

Display Rates

Black & White				Four Color Process (Full Color)			
Ad Size	1x	3x	6x	Ad Size	1x	3x	6x
Full Pg.	\$1155	\$1135	\$965	Full Pg.	\$1660	\$1640	\$1470
1/2 Pg.	\$735	\$720	\$609	1/2 Pg.	\$1240	\$1220	\$1110
1/4 Pg.	\$380	\$365	\$320	1/4 Pg.	\$895	\$870	\$825
1/8 Pg.	\$235	\$225	\$190	1/8 Pg.	\$545	\$520	\$475
1/16 Pg.	\$135	\$125	\$110	1/16 Pg.	\$345	\$320	\$275

Digital Publication Ad Rates

All rates are priced per issue, per publication title.

Display ad embedded links:

1x	3x	6x
\$60	\$40	\$20

(\$2000.00 min. ad package to qualify for ad link at no charge)

Added Page to publication w/link:

\$200.00 - per issue
 \$300.00 - per issue for premium positions (lead page, consecutive pages)

For more information on digital advertising call 800.989.6776 or email sales@mspinc.com

35,000 Readers Per Issue

To view a sample →
 magazine click here



* NEW BONUS Digital Website Circulation

All OffRoad ads will be seen by thousands of bonus readers when they appear exactly how they are in print on the web. OffRoad digital issue editions will be linked directly to the ATVAM home site and mspinc.com/offroad.

Ad Size

2 page spread (w/bleed)	17" X 11.25"
Full page (w/bleed)	8.75" X 11.25"
Full Page	7.75" X 10.125"
3/4 page	5.775" X 10.125"
1/2 page (V)	3.8" X 10.125"
1/2 page (H)	7.75" X 4.988"
1/4 page (V)	1.825" X 10.125"
1/4 page	3.8" X 4.988"
1/4 page (H)	7.75" X 2.418"
1/8 page (V)	1.825" X 4.988"
1/8 page (H)	3.8" X 2.418"
1/16 page	1.825" X 2.418"
Trim Size	8.25" X 10.75"
Bleed Size	8.75" X 11.25"
Live Area	7.75" X 10.125"
Line Screen	133

Mechanical Requirements

Supplied ads are accepted in most electronic formats, such as PDF, EPS or TIFF. Ads are also accepted as InDesign, Illustrator or Photoshop documents, provided that all necessary fonts and images are included. Let our art department turn your ideas into an effective ad at a reasonable cost. For further details call 952-473-7870.

Discounts

AGENCY COMMISSION: 15% commission to accredited advertising agencies. 5% prepay by materials due date. Ask your sales rep about tourism and mail order discounts.

* University of Minnesota • ATV Economical Impact Study



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 sales@mspinc.com • Serving Motor Sports Interests Since 1988