

# 2018 - 2019 Advertising Rates

## MINNESOTA SNOWMOBILING

Official Publication of Minnesota United Snowmobilers Association

Snowmobiling's regional leader, Minnesota Snowmobiling, is the highly regarded source for complete coverage of all the news and information that caters to winter enthusiasts in the incredible billion-dollar Minnesota market. Complete penetration of Minnesota's vital club membership in a unique database that totals over 75,000 direct mail readers in eight giant editions means ideal targeted exposure for your message to the sport's most active and affluent participants every issue.

**75,000**  
Readers

Paid Circulation

To view a sample magazine [click here](#)



### BONUS Digital Website Circulation

Your print ads will be viewed by thousands of additional bonus readers via any mobile device or desktop computer. Plus our click thru digital versions provide you the opportunity to connect consumers directly to your product, service or special offer on your website. Each issue is published digitally to mspninc.com and mnsnowmobiler.org.

### Issue Closing Dates

Issue	Closing	Material Reg'd	Mail Date
Sept	07/30/18	08/03/18	08/24/18
Oct	09/10/18	09/14/18	10/02/18
Nov	10/08/18	10/12/18	10/30/18
Dec	11/05/18	11/09/18	11/28/18
Jan 2019	12/03/18	12/07/18	12/28/18
Feb	01/07/19	01/11/19	01/29/19
March	02/11/19	02/15/19	03/05/19
Summer	06/03/19	06/07/19	06/25/19

### Display Rates

#### Black & White

Ad Size	1x	5x	Annual
Full Page	\$2495	\$2420	\$2140
3/4 Page	\$2395	\$2290	\$2050
1/2 Page	\$1635	\$1530	\$1365
1/4 Page	\$830	\$780	\$685
1/8 Page	\$490	\$455	\$420
1/16 Page	\$275	\$250	\$225

#### Four Color Process (Full Color)

Ad Size	1x	5x	Annual
Full Page	\$3390	\$3335	\$3030
3/4 Page	\$3230	\$3160	\$2930
1/2 Page	\$2515	\$2425	\$2220
1/4 Page	\$1635	\$1595	\$1500
1/8 Page	\$980	\$955	\$900
1/16 Page	\$590	\$570	\$540

### Marketplace

#### Black & White

Level / Ad Size	1x	4x	Annual
Platinum - 1.825" x 5"	\$417	\$373	\$338
Gold - 1.825" x 3.75"	\$325	\$293	\$264
Silver - 1.825" x 2.5"	\$220	\$198	\$178
Bronze - 1.825" x 1.25"	\$167	\$150	\$135

#### Four Color Process (Full Color)

Level / Ad Size	1x	4x	Annual
Platinum - 1.825" x 5"	\$711	\$640	\$576
Gold - 1.825" x 3.75"	\$471	\$424	\$382
Silver - 1.825" x 2.5"	\$319	\$287	\$258
Bronze - 1.825" x 1.25"	\$242	\$218	\$196

### Digital Publication Ad Rates

\*Display ad embedded links:

	1x	5x	8x
	\$60	\$40	\$20

(No Charge for links with \$2000 min. MSPN ad package)

For more information on digital and web ads call 800.989.6776, email [sales@mspninc.com](mailto:sales@mspninc.com)

\*Must be a member of MnUSA to qualify [CLICK HERE](#) [mnsnowmobiler.org](http://mnsnowmobiler.org)

### 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 \*

- 15% commission to accredited advertising agencies
- 30% discount to qualified mail order and tourism operators
- 30% discount to select event vendors and sponsors
- 5% prepay discount by ad materials due date

\*Contact your MSPN sales rep. to verify qualifications.



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