

# 2018 - 2019 Special Events Advertising Rates



## 52<sup>nd</sup> Annual Sno Barons Hay Days

Where the entire snow-belt gathers for the World's Biggest Snowmobile Event - the Sno Barons Haydays Grass Drags. Delivering over 90,000 fans to celebrate the kick-off of winter in September when the Official Hay Days Program hits home.

← To view a sample magazine click here →



## 27<sup>th</sup> Annual Duluth National

As the first snows fall in November, your message thrives on the excitement of a winter season grand opening event like no other. Just when the largest snocross in North America gets underway and the Duluth National Program puts you there in front of 70,000 avid fans.

## SledderXtra

Covering over 100 local events, Sledder Xtra reaches outside the box, delivering your message to the core of grassroots snowmobilers - just when interest levels peak in December. We look at winter's biggest Midwest events and competitions, previewing the top grassroots, regional, and national sled disciplines; bringing readers the inside scoop on the top ranking shows, swaps, rides, rendezvous, parties, with news behind the racetrack - including radar runs, snocross, cross-country, ice ovals, vintage, drags, hillcross, freestyle and more.

To view a sample magazine click here →



## Circulation - 90,000

Each special event issue reaches **90,000 targeted**, performance minded readers through the biggest competitive based events circulation in the sport - **30,000 directly mailed** to Minnesota's dedicated club enthusiasts as an insert supplement in Minnesota Snowmobiling's regular issue circulation and **another 48,000 mailed** to Wisconsin's AWSC members as an insert supplement in Wisconsin Snowmobile News magazine - **plus 12,000** circulated as the official event program at key pre-event venues and exclusively to race-goers at the event gate site.



### BONUS Digital Website Circulation:

Your ads will be viewed by thousands of additional bonus readers via any desktop computer or mobile device. Plus our click thru digital versions provide you the opportunity to connect consumers directly to your product, service or special offer on your website. All digital editions are linked directly to multiple websites, including the Sno Barons Hay Days, Visit Duluth, snowmobile clubs, associations and racing affiliates, mspninc.com, and our partners' home pages.

## Display Rates

Ad Size	Black & White		Four Color Process	
	1x	3x	1x	3x
Full Pg	\$3864	\$3284	\$5239	\$4643
3/4 Pg	\$3429	\$3218	\$4799	\$4271
1/2 Pg	\$2495	\$2074	\$3749	\$3308
1/4 Pg	\$1281	\$1122	\$2403	\$2190
1/8 Pg	\$810	\$658	\$1455	\$1270
1/16 Pg	\$428	\$347	\$840	\$790

## Issue Closing Dates

Issue	Closing	Material Req'd	Mail Date
Haydays	07/23/18	07/27/18	08/22/18
Duluth National	10/01/18	10/05/18	10/30/18
SledderXtra	11/26/18	11/30/18	12/28/18

## Digital Publication Ad Rates

Display ad embedded links:

1x	5x	8x
\$80	\$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 or **CLICK HERE**

## 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 (H)	3.8" X 4.988"
1/8 page (V)	7.75" X 2.418"
1/8 page (H)	1.825" X 4.988"
1/16 page	3.8" X 2.418"
Trim Size	1.825" X 2.418"
Bleed Size	8.25" X 10.75"
Live Area	8.75" X 11.25"
Line Screen	7.75" X 10.125"
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## Mechanical Requirements

Supplied ads are accepted in most electronic formats, such as PDF, EPS or TIFF. Let our art department turn your ideas into an effective ad at a reasonable cost. For further details call 952-473-7870.

## Discounts \*

Available to agency, mail order, and tourism operators, select event vendors and sponsors, and with prepayment.\* Contact your MSPN sales rep. to verify qualifications and discount percentage rates.



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