

Iowa Snowmobiler 2018-19 Media Kit



Four-Color Magazine
Circulation: 4,000
Readership: 10,000

Official Publication of the Iowa State
Snowmobile Association

Available online at www.iowasnowmobiler.com



Editorial Calendar

Issue Date/Name	On Sale Date	Space Close	Material Close
September 2018	August 24, 2018	August 10, 2018	August 10, 2018
October 2018	September 28, 2018	September 14, 2018	September 14, 2018
November 2018	October 26, 2018	October 12, 2018	October 12, 2018
December 2018	November 23, 2018	November 9, 2018	November 9, 2018
January 2019	December 28, 2018	December 14, 2018	December 14, 2018
February 2019	January 25, 2019	January 11, 2019	January 11, 2019
March 2019	February 22, 2019	February 8, 2019	February 8, 2019

2018-19 Rates

Ad size	1x-2x	3x-5x	6x-7x
Full Page 4C	\$1,900	\$1,700	\$1,500
FP4C- Back cover	\$1,900	\$1,700	\$1,500
FP4C- Cover 2	\$1,900	\$1,700	\$1,500
Spread 4C	\$3,000	\$2,500	\$2,000
Spread 4C - Cover 2 and page 3	\$3,000	\$2,500	\$2,000
1/4 P4C	\$600	\$500	\$400
1/2 P4C	\$900	\$800	\$700
1/3 P4C	\$700	\$600	\$500
Marketplace	\$125	\$110	\$90

Ad size	Specification
FP4C Bleed	8.75" w x 11.25"d
FP4C Non-Bleed	7.5" w x 10"d
Spread 4C Bleed	17.75" w x 11.25"d
Spread 4C Non-Bleed	16" w x 10"d
1/4 P4C	3.675" w x 4.875"d
1/2 P4C	7.5" w x 4.875"d
1/3 P4C	2.25" w x 10"d
Marketplace	2.25" square



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