

WISCONSIN Snowmobile News

Wisconsin Snowmobile News is the official publication of the Association of Wisconsin Snowmobile Clubs. Delivered to every dedicated club and business member and their families, including thousands of new members. WSN is the only monthly magazine devoted to the snowmobile enthusiasts in Wisconsin.

2018 - 2019 Advertising Rates*

Issue Closing Dates

Issue	Closing	Material Req'd	Mail Date
Sept 2018	08/03/18	08/07/18	08/24/18
Oct	09/10/18	09/14/18	10/02/18
Nov	10/05/18	10/09/18	10/29/18
Dec	11/05/18	11/07/18	11/28/18
Jan 2019	12/03/18	12/10/18	12/28/18
Feb	01/07/19	01/11/19	01/31/19
March	02/11/19	02/18/19	03/05/19

Display Rates

Black & White

Ad Size	1x	4x	5x	Annual
Full Page	\$3155	\$2924	\$2645	\$2514
3/4 Page	\$2227	\$2122	\$1913	\$1690
1/2 Page	\$1832	\$1741	\$1573	\$1496
1/4 Page	\$1024	\$978	\$882	\$833
1/8 Page	\$690	\$666	\$607	\$577
1/16 Page	\$386	\$362	\$335	\$308

Four Color Process (Full Color)

Ad Size	1x	4x	5x	Annual
Full Page	\$4164	\$3934	\$3655	\$3524
3/4 Page	\$3238	\$3130	\$2923	\$2696
1/2 Page	\$2339	\$2254	\$2078	\$2003
1/4 Page	\$1285	\$1240	\$1145	\$1096
1/8 Page	\$871	\$848	\$788	\$758
1/16 Page	\$490	\$466	\$418	\$401

Marketplace

Black & White

Level / Ad Size	1x	4x	Annual
Platinum - 1.825" x 5"	\$481	\$434	\$380
Gold - 1.825" x 3.75"	\$376	\$332	\$310
Silver - 1.825" x 2.5"	\$260	\$250	\$222
Bronze - 1.825" x 1.25"	\$167	\$132	\$114

Color

Level / Ad Size	1x	4x	Annual
Platinum - 1.825" x 5"	\$625	\$564	\$496
Gold - 1.825" x 3.75"	\$490	\$431	\$402
Silver - 1.825" x 2.5"	\$340	\$320	\$289
Bronze - 1.825" x 1.25"	\$216	\$172	\$148

Now Over
120,000
Readers per issue
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 awsc.org.

Digital Publication Ad Rates

Display ad embedded links:

1x	4x	7x
\$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

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

Supplied ads are accepted in most electronic formats, such as PDF, EPS or TIFF. For further details call 952-473-7870.

*Discounts

15% commission to accredited advertising agencies
30% discount to qualified mail order and tourism operators
5% prepay discount by ad materials due date
Contact your MSPN sales rep. to verify qualifications
Rates subject to change due to continually increasing circulation



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