

Iowa Snowmobiler 2019-20 Media Kit



Official Publication of the Iowa State Snowmobile Association

Four-Color Magazine

Circulation: **4,000**

Readership: **10,000**

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Editorial Calendar

Issue Date/Name	On Sale Date	Space Close	Material Close
September 2019	August 23, 2019	August 9, 2019	August 16, 2019
October 2019	September 27, 2019	September 13, 2019	September 20, 2019
November 2019	October 25, 2019	October 11, 2019	October 18, 2019
December 2019	December 6, 2019	November 22, 2019	November 29, 2019
January 2020	January 3, 2020	December 13, 2019	December 20, 2019
February 2020	January 31, 2020	January 17, 2020	January 24, 2020
March 2020	February 21, 2020	February 7, 2020	February 14, 2020

2019-20 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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