

2019 - 2020 Advertising Rates

All New For 2019-20! Michigan Snowmobile and Off Road Vehicle Association (MISORVA)



The Michigan Snowmobilers Association has joined forces with Off Road Vehicle club members. The new *Michigan Snowmobile & ORV News* magazine is delivered to more than 18,000 MISORVA households and businesses — an estimated 45,000 readers every issue. Copies of the magazine are distributed to every paid family and commercial member of MISORVA and countless businesses associated with snowmobiling, ATVing, and off roading.

Michigan Snowmobile & ORV News — a magazine for snowmobilers and off roaders, by snowmobilers and off roaders, benefiting trails in Michigan! Club members do the maintenance for the more than 6,500 miles of snowmobile trails, and 3,100 plus miles of ORV trails in Michigan. By advertising in the pages of the *Michigan Snowmobile & ORV News*, you will be directly benefiting those clubs, the volunteers who make them up and the trails of Michigan. Revenue generated by the magazine will benefit MISORVA — the association representing organized snowmobiling and off roaders in Michigan!

Editorial includes updates on local and state issues that other national and state publications don't cover. MISORVA activities, club events, new products and Michigan's premier trail riding destinations will also be featured in the pages of the all new *Michigan Snowmobile & ORV News* magazine.

45,000 Readers

Paid Circulation

To view a sample of the 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 msasnow.org.

Display Rates

Entire magazine will be four-color glossy, printed on 70 pound paper

Ad Size	1x	4x	6x
Full page	\$2,000	\$1,900	\$1,850
2/3 Page	\$1,600	\$1,550	\$1,475
1/2 Page	\$1,200	\$1,150	\$1,100
1/4 Page	\$750	\$710	\$690
1/6 Page	\$450	\$425	\$415

Issue Closing Dates

Issue	Ad Close	Material Due	Mail Date
Sept/Oct 2019	August 7	August 9	August 30
Nov/Dec	October 9	October 11	October 31
Jan/Feb 2020	January 2	January 7	January 29
March/April	February 19	February 21	March 13
May/June	April 7	April 9	April 30
July/Aug	June 15	June 16	July 8

Ad Size

Space Size	Column Width	Dimension (W x H)
Center Spread (with bleeds)	6	17" x 11"
Full Page (with bleeds)	3	8 1/2" x 11"
Full Page (no bleeds)	3	7 1/2" x 10"
2/3 Page	2	4 7/8" x 10"
1/2 Page	3	7 1/2" x 5"
1/4 Page	1.5	3 5/8" x 5"
1/6 Page	1.5	3 5/8" x 3 1/4"

Supplied ads are accepted in most electronic formats including PDF, EPS or TIFF. Ads are also accepted as InDesign, Illustrator or Photoshop documents. All necessary fonts and images MUST be included.

MARKETPLACE

Four Color Process (Full Color)

Ad Size	1x	4x	6x
5 inches	\$250	\$150	\$125
4 inches	\$200	\$120	\$100
3 inches	\$150	\$90	\$75
2 inches	\$100	\$60	\$50

* 1x2 is about the size of a business card

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

* 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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