

# 2020 - 2021 Advertising Rates

## Sno Plainsman: Official Publication of the South Dakota Snowmobile Association

Published 7 times a year, OCT thru APRIL. Direct mailed to over 5,000 SDSA members, associate members, registered snowmobile owners, and snowmobile related businesses in South Dakota and across the snow belt.

Distribution also done at major events (International Snowmobile Congress, State Convention, Governor's Rides, and snowmobile open houses).



## Issue Closing Dates

Issue	Closing/Material Due	Mail Date
Oct	09/08/20	09/18/20
Nov	10/06/20	10/16/20
Dec	11/10/20	11/13/20
Jan 2021	12/08/20	12/18/20
Feb	01/05/21	01/15/21
March	02/03/21	02/12/21
April	03/15/21	03/26/21

## Rates Per Issue

### Black & White Ad Size

Full Page (10 x 12 1/2)	\$325
1/2 Page (10 x 6 3/8)	\$190
1/4 Page (5 x 6 3/8)	\$95

### Four Color Process (Full Color) Ad Size

Full Page (10 x 12 1/2)	\$385
1/2 Page (10 x 6 3/8)	\$230
1/4 Page (5 x 6 3/8)	\$110

\*client to furnish separation, disc or email. Bleed not applicable.



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## DEADLINES

Space and material close date – 10th of the month preceding issue. If copy instructions are not received by closing date, editor reserves the right to repeat a previous advertisement of the same size.

Please consider the *Sno Plainsman* for your advertising message to those people who are committed to the sport of snowmobiling, the South Dakota Snowmobile Association and our members.

## Mechanical Requirements

Tabloid publication  
Page trim size 10 x 12.5  
85 line screen  
No bleed  
Clear color photos will reproduce

## 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 www.snowmobilesd.com

## Digital Publication Ad Rates

### \*Display ad embedded links:

1x	5x	7x
\$60	\$40	\$20

(No Charge for links with \$2000 min. MSPN ad package)

For more information on digital and web ads call call 800.989.6776, email sales@mspninc.com

### South Dakota Snowmobile Association Sponsor Website Ad Rates:

www.snowmobilesd.com  
\$300 Annually for Sno Plainsman Advertisers  
\$500 Annually for non Sno Plainsman Advertisers



For All Advertising Contact MSPN  
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