

2021 - 2022 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

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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.



Mary Anne Grabow,
Editor-Publisher
SDSA OFFICE
P O Box 206
Gary, SD 57237
Phone (605) 272-5900

email:sdsa@itctel.com
http://www.snowmobilesd.com/

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
6595 Edenvale Blvd Ste 180, Eden Prairie, MN 55346
952-473-7870 • 800-989-6776 • 952-473-7805 fx
sales@mspninc.com • Serving Motor Sports Interests Since 1988

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Diane Voight - Northern Office

715-466-4040 • 877-239-6193 • 715-466-4041 fax

diane@mspninc.com • Serving Motor Sports Interests Since 1988

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Dwain Stadie - Southern Wisconsin Office
(847) 683-0140 • duey683@msn.com
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Katie Haderly - Northern Wisconsin Office
(715) 292-1303 • katie@mspninc.com
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Southern Wisconsin and Michigan Office 920-686-3747
Roberta Brice 920-973-0152 • Randy Brice 920-973-1766
randyandroberta@mspninc.com