

# Rates & Information

Contact:  
Bob Meyers, MSA Executive Director  
snowjob@mesnow.com  
207.622.6983 Fax 207.622.7669  
Maine Snowmobile Association  
PO Box 80, Augusta, ME 04332

## *The* Maine Snowmobiler newspaper

The newspaper of the Maine Snowmobile Association, published monthly, September through April, mailed to current MSA family & business members. Average annual circulation: 14,000.

Advertising Deadline: the 15th of the month preceding publication.

Advertising deadline one week earlier if proofs requested.

### Maine Snowmobiler Advertising

**DEADLINE: 15th of the month prior to publication**

**Open Rate:** Oct-April: \$17/column Inch  
September Full Coverage Issue Rate: \$24/column Inch  
**MSA Business Member Rate:** Oct-May: \$15/column Inch  
**National Agency Rates:** On Request  
**Minimum ad size:** 2 column inches.

**Billing & Discounts:** Bills rendered monthly upon publication; due upon receipt. A charge of 1 1/2% monthly added to overdue balances (30 days). **5% discount for prepayment.**

**Page:** Page Image area 10.25" wide x 11" deep. Five columns per page. Single column width 1 7/8".

**Color:** Process Color - \$150, Minimum process color ad size 32".

**Ad submissions:**

Ad submissions: Press quality pdf with embedded fonts. (Color=cmky) Emailed files can be sent to: msa@mesnow.com..

**Classified Advertising:** Prepaid. \$6 - first 20 words. Additional words, 30¢ each.

**Inserts:** Contact Bob Meyers for pricing, 207-622-6983, snowjob@mesnow.com.



### Maine Snowmobiler Promotions

#### COVER THE WINTER PACKAGE DISCOUNT

**DEADLINE: November 15, 2017**

Advertising that covers the four snowiest months of the Maine winter is available in a few select sizes at the discounted rate of **\$13 per column inch!** Sizes available are: 2 col. x 2" (\$208 total); 2 col. x 4" (\$416 total); 2 col. x 6" (\$624 total) and 3 col. x 3" (\$468 total). To be eligible for the special Cover the Winter discounted rate of \$13 per inch, your ad must:

1. Be black and white.
2. Run with no changes in the December, January, February and March issues of the Maine Snowmobiler.
3. Be prepaid for the full run.

Advertisers who participate in the program will receive placement of their 'Cover the Winter' ad in the April issue for free.

This is a very popular program among advertisers who wish to promote their business to the Maine snowmobiling community throughout the snowmobiling season.

#### SEPTEMBER 2017 FULL COVERAGE ISSUE

**DEADLINE: August 15, 2017**

The September 2017 issue of the Maine Snowmobiler will be mailed to MSA members and non-member households who register their sleds in Maine. We use this issue to educate non-members and promote club membership. You can use it to advertise your business to this targeted snowmobiling market. Due to the increased circulation of this piece, display advertising is available at a flat rate of \$24 per column inch. 5% discount for prepayment.

### MSA Web Site

[www.mesnow.com](http://www.mesnow.com)

The Maine Snowmobile Association web site offers links for Maine businesses that serve snowmobilers. The site is prominently promoted on all MSA publications, and is linked from tourism and snowmobiling sites. If your business has a web page and you would like to be linked from the MSA site, we can list your business name, address, telephone number and e-mail address on our Services page and link to your home page for a \$50 annual fee. Mail your request to: MSA, PO Box 80, Augusta, ME 04332. Please include your business name, address, telephone number and e-mail address, the URL of your web page and the fee.