



SNO-TRAVELER

Rates & Sizes: 2017/2018 *Based on newsprint format of of the Sno-Traveler*

Page Ratio	Black & White	4/Color	Size (inches)
2-Page Spread	\$1170.00	\$1745.00	21.00" wide x 12.62" high
Full Page	\$ 710.00	\$1055.00	10.25" wide x 12.62" high
1/2 Page	\$ 480.00	\$710.00	10.25" wide x 6.25" high
1/3 page	\$ 370.00	\$550.00	6" wide x 6.2" high
1/4 page	\$ 290.00	\$435.00	4" wide x 6.2" high
1/8 page	\$ 200.00	\$290.00	4" wide x 3.1" high
Business Card	\$ 95.00	\$150.00	4" wide x 2" high

**** PREPAY** for all 6 issues and receive an additional 5% discount **** INSERTS** (one page): \$75 per thousand

Deadlines:

Issue	Material Due	Mail Date
Early Fall	August 30	September 20
Fall 2017	October 18	November 8
Early Winter	November 29	December 20
Winter 2018	January 3	January 24
Late Winter	January 31	February 21
Spring 2018	February 28	March 21

Bonus Distribution:

Early Fall – NHTSA "Race Into Winter"
Grass Drags & Water Cross

Winter 2018 – Lancaster's Vintage Race
NHTSA Easter Seals Ride-In
Annual SnoDeo – Stewartstown, NH

Late Winter – Manufacturer Sneak Peak Preview
Pat's Peak Hill Climb

Spring 2018 – Discover Wild NH Days



Official publication of The New Hampshire Snowmobile Association. Sno-Traveler is published six times a year, copies are mailed to all New Hampshire snowmobile club members. Additional copies are distributed through dealerships and at local events. Digital versions available at nhsa.com

Questions? 603-273-0220 or editor@nhsa.com



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2017-2018 Advertising Insertion Order

- (Circle type of ad)
- | | | | | |
|---------------------------------------|----------------|-------|-----|-----|
| <input type="checkbox"/> Early Fall | Ad Size: _____ | _____ | B/W | 4/C |
| <input type="checkbox"/> Fall 2017 | Ad Size: _____ | _____ | B/W | 4/C |
| <input type="checkbox"/> Early Winter | Ad Size: _____ | _____ | B/W | 4/C |
| <input type="checkbox"/> Winter 2018 | Ad Size: _____ | _____ | B/W | 4/C |
| <input type="checkbox"/> Late Winter | Ad Size: _____ | _____ | B/W | 4/C |
| <input type="checkbox"/> Spring 2018 | Ad Size: _____ | _____ | B/W | 4/C |

Receive an additional 5% discount for prepayment.

Advertiser Name: _____

Contact Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

Email: _____ **Website:** _____

Authorized Signature: _____

Date: _____