

# 2019-2020 Media Kit



# SNO-TRAVELER

THE OFFICIAL PUBLICATION OF THE NEW HAMPSHIRE SNOWMOBILE ASSOCIATION

## New Full-Color Magazine

The Sno-Traveler is now a high quality, full-color, glossy magazine. This professional looking format is far more engaging, delivers superior ad reproduction and has a longer shelf life.

## Targeted Customers

Reach thousands of targeted customers in NH, MA, CT, VT and ME. We offer a tremendous opportunity to increase the exposure of your business. The Sno-Traveler is one of the most cost-effective ways to reach this demographic targeted audience.

## Advertise in the Sno-Traveler

The magazine is direct-mailed to New Hampshire snowmobile club members, approximately 22,000 homes monthly. Total reach is in excess of 45,000 enthusiast per issue! Additional copies are distributed through select chambers of commerce locations, lodging establishments, restaurants, and powersports dealerships.

## Questions?

Dan Gould, Editor  
603-273-0220 or  
editor@nhsa.com  
www.nhsa.com

New Hampshire Snowmobile Association  
614 Laconia Rd, Suite 4  
Tilton, NH

## Market To Snowmobilers

If you market to snowmobilers the Sno-Traveler is a must-have for your advertising budget.

Local print and broadcast media are inefficient in reaching your niche market. Spend your budget wisely in the only magazine that reaches every NHSA member and beyond.

The premiere snowmobile publication of NH, the Sno-Traveler is published four times per season.

Snowmobilers love the Sno-Traveler and read it cover-to-cover.

## Trail Map

Become a Business Supporter and get on the NH Snowmobile Trail Map. Go to [nhsa.com/advertise](http://nhsa.com/advertise) for details.

## Ad Format

Press-Ready PDF files with embedded fonts and graphics.  
No crop marks.

Images and graphics should be in CMYK format at 300 DPI.

Full page ads should include a 0.25" bleed. No content within 1/4" of trim.

Cover positions reserved for full-page ads. Priority is given to previously contracted advertisers.

Additional fees will be charged in preparing ads that do not meet specifications. Layout charges are \$95/hour. Minimum production charge is \$30.

Please send ads to [editor@nhsa.com](mailto:editor@nhsa.com)

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**FULL PAGE**  
8.375 X 10.875  
(TRIM)  
8.625 X 11.125  
(W/BLEED)

**2/3 PAGE VERTICAL**  
5.2083 X 10.25

**2/3 PAGE HORIZONTAL**  
7.875 X 6.7813

**1/2 PAGE**  
7.875 X 5.0556

**1/3 PAGE VERTICAL**  
2.5417 X 10.25

**1/3 PAGE HORIZONTAL**  
7.875 X 3.333

**1/4 PAGE**  
3.875 X 5.0694

**1/8 PAGE**  
3.875 X 2.4722

**1/2 PAGE**  
**1/4 PAGE** **1/8 PAGE**

**GOLD**  
**SILVER**  
**BRONZE**

NH Sno-Traveler 2019-2020 Full-Color Ads on Glossy Stock 1X 4X

**Covers**

Covers (inside and back)	8.375 x 10.875 (8.625 x 11.125 w/bleed)	\$1,500.00	\$1,250.00
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**Premium Pages**

Full page	8.375" w x 10.875" h	\$1,300.00	\$1,100.00
2/3 page vertical	5.2083" w x 10.25" h	\$1,100.00	\$950.00
2/3 page horizontal	7.875" w x 6.7813" h	\$1,100.00	\$950.00
1/2 page	7.875" w x 5.0556" h	\$890.00	\$760.00
1/3 page vertical	2.5417" w x 10.25" h	\$675.00	\$585.00
1/3 page horizontal	7.875" w x 3.333" h	\$675.00	\$585.00
1/4 page	3.875" w x 5.0694" h	\$570.00	\$460.00
1/8 page	3.875" w x 2.4722" h	\$450.00	\$340.00

**Lodging - Dining - Real Estate (economy ads at the back of magazine)**

1/2 page	7.625" w x 4.9375" h	\$780.00	\$660.00
1/4 page	3.75" w x 4.9375" h	\$430.00	\$325.00
1/8 page	3.75" w x 2.4063" h	\$260.00	\$210.00

**Marketplace**

Gold	1.8125" w x 4.9353" h	\$230.00	\$198.00
Silver	1.8125" w x 3.25" h	\$185.00	\$160.00
Bronze	1.8125" w x 2.4097" h	\$150.00	\$125.00

ISSUE	DEADLINE	On Sale Date	Theme
September-October	August 20	September 18, 2019	Grass Drags Special
November-December	October 22	November 18, 2019	Travel and Tourism
January-February	December 17	January 17, 2020	Snowmobile Events
March-April	February 18	March 14, 2020	Spring Sales Promo

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## 2019-2020 Advertising Insertion Order

Advertiser Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

ISSUE	SIZE	COST
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4X – All Issues		
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Sept/Oct		
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Nov/Dec		
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Jan/Feb		
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Mar/Apr		
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### \*Discounts

**4X Discount:** Advertise in all four issues and save! Full 1X rate will apply, and outstanding balance charged, if advertiser does not advertise in all four issues for a given season.

**Prepay Discount:** Take an additional 5% discount for prepayment at time of insertion order. All orders must be paid in full with insertion order to qualify. This includes payment in full for 4X orders.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Total Due: \_\_\_\_\_ Bill Me      Check      Credit Card (Call to complete transaction)

Email insertion order to: [editor@nhsa.com](mailto:editor@nhsa.com) Or mail to:  
New Hampshire Snowmobile Association - 614 Laconia Rd, Suite 4, Tilton, NH

Thank you for supporting grass-roots snowmobiling!

All ads are accepted based on the assumption that the advertiser or agency is authorized to place advertisements. NHSA shall not be liable for any claims based on contents or subjects of advertisements. NHSA assumes that an advertiser has secured the right to use any images contained in an ad, as well as the consent of any person(s) who may be pictured. NHSA is not liable for any costs or damages if for any reason NHSA fails to publish an advertisement, nor responsible for errors in ads that are provided to the NHSA as "press ready." All advertising material is subject to approval and placed at the discretion of the NHSA. NHSA reserves the right to reject or cancel any advertising for any reason at any time, without liability. Advertisers and their agencies are jointly and severally liable for payment of advertising space ordered and published, production charges, and any collection or legal costs incurred. I acknowledge and accept these terms and conditions.

We remind advertisers that our standard terms are net 30 days and all balances must be satisfied before an insertion order is placed in a future issue.