

# SNO-DAK NEWS

Rate Card #10 (May 2016-April 2017)

Reaching more than  
**7,000**  
individuals monthly!

A geographic hub for all snowmobilers looking for the latest and greatest information on destinations and products. Don't miss out on **YOUR** chance to connect with the Midwest and Western snow states!

## ONLINE ADVERTISING INCLUDED

The Sno-Dak News is published not only in print but **ONLINE!** The online version fulfills every readers wishes and includes more information than the print version; feeding snowmobilers with the latest news on factory racing, national manufacturer updates and local snowmobile happenings.

**ALL ADVERTISERS WILL BE PLACED IN BOTH THE PRINTED AND ONLINE VERSIONS OF THE MAGAZINE FOR NO EXTRA COST!**

It's Snowmobile North Dakota's goal to use its website, Facebook page and printed version of the magazine to drive snowmobile enthusiasts to your business!

All copy subject to editor's approval. No fraudulent or misleading advertising will be accepted. Advertising which simulates editorial content must carry the label, "Advertising" set in at least 10-point type at the top of the page.

## ADVERTISING BENEFITS

\*Readers are INSTANTLY DIRECTED to your website by clicking on your ad!

\*More than 2,000 people visit the e-magazine each month

\*Quantity distributed each month grows as subscribers forward to their friends and networks

\*Interactive features of the e-magazine appeal to a younger and more diverse demographic

## General Ad Rates & Dimensions - Effective May 1, 2016

Size	Dimensions	1	3	6
Full Page Spread	15" W x 10" Tall	\$1,864	\$1,771	\$1,677
Page & 1/3 Spread	9 3/4" W x 10" Tall	\$1,298	\$1,231	\$1,168
Full Page	7 1/2" W x 10" Tall	\$957	\$909	\$861
Half Page Horizontal	7 1/2" W x 5" Tall	\$552	\$525	\$498
1/3 Page Vertical	2 1/4" W x 10" Tall	\$411	\$389	\$369
1/3 Page Horizontal	7 1/2" W x 3 3/4" Tall	\$411	\$389	\$369
1/4 Page Vertical	3 3/4" W x 4 3/4" Tall	\$274	\$261	\$245
1/4 Page Horizontal	4 3/4" W x 3 3/4" Tall	\$274	\$261	\$245
1/6 Page Vertical	2 1/4" W x 4 7/8" Tall	\$205	\$196	\$184
Business Card Vertical	2 1/4" W x 3 1/4" Tall	\$137	\$130	\$124
Business Card Horizontal	3 1/4" W x 2 1/4" Tall	\$137	\$130	\$124
Budget Ad	2 1/4" W x 1" Tall	\$76	\$73	\$70
Classified Ad Non-SND Member: \$20 / 20 words. \$.75 each additional word				
Classified Ad SND Members: \$10 / 20 words. \$.50 each additional word				

## Publication Deadlines

Issue	Space Deadline	Material Deadline
October 2016	8/25/16	8/25/16
November 2016	10/10/16	10/10/16
December 2016	11/10/16	11/10/16
January 2017	12/10/16	12/10/16
February 2017	1/10/17	1/10/17
March 2017	2/10/17	2/10/17

## Mechanical Requirements

- \* Pages are 3 column format, each 1 1/4 " W x 10" Tall
- \* Trim size is 8 1/2" W x 11" Tall
- \* Full page live area is 7 1/2" W x 10" Tall
- \* Full page ads may bleed
- \* 1/8" minimum bleed margin on original film/art if ad is to bleed
- \* Magazine is saddle stitched
- \* 150-line halftones are standard
- \* Will accept digital PDF formats

## Color and Other Charges

**2-Color Ads:** Add 15% to general rates

**4-Color Ads:** Add 25% to general rates

\*minimum color charge \$25

## Cover Positions

Add 20% to the general ad rates for inside front cover, inside back cover, and back cover, first come, first serve

## Discounts & Billing

-Billing upon mailing date  
-10% Discount for New Advertisers on first Insertion Order.

-10% Discount for SND Associate/Business members.

-5% Discount if bill is pre-paid for the entire season.

-Late Fee of 1.5% per month applied to accounts past due

(Minimum of \$2.50 monthly fee & future ads postponed until account is current)

## Ads should be submitted camera-ready.

-Electronic format is preferred (call for requirements)

-Errors and Omissions: No rebate or refund for submission of inaccurate information contained within an ad