

The Snowmobile Association of

Massachusetts

On the **TRAILS** with **S.A.M.**



2011-2012 Media Kit

New England
PowerSport Expo

The All Seasons PowerSport Expo

OCTOBER 15 & 16 2011

THE EASTERN STATES EXPOSITION GROUNDS WEST SPRINGFIELD, MA



On the Trails with S.A.M. is the only magazine that reaches every snowmobile association member in Massachusetts. If you market to the snowmobiler and power sport market in the Massachusetts region, you owe it to yourself to advertise *On the Trails with S.A.M.* Each issue carries your marketing message to devoted snowmobile and power sport enthusiasts with disposable income.

QUICK FACTS

Circulation: 16,000 October; 7,000 November through April

Distribution: Mailed to 7,000 SAM member households; balance distributed to every registered snowmobile in the state **plus bonus distribution** at the New England PowerSport Expo

Frequency: Monthly during October – March

Gender: 83% male, 17% female

94% read advertisements

Association members are the solid citizens of snowmobiling

Club members are responsible for maintaining trails

Editorial includes timely updates on local & state issues that national media doesn't cover

SAM READER PURCHASING POWER

Hotels & Motels:

- Over 40% stay 10 or more nights per year in hotels/motels.
- Over 60% will travel outside the state to enjoy New Hampshire and Vermont, 40% to Maine. New York and Quebec are also favorite destinations.
- Over 70% of our readers use advertisements in our magazine to book and plan trips all year long.

Our readers travel and stay overnight to satisfy their enthusiasm. Why not show them the benefits of staying at your property?

Dealers:

Our readers tell us that in the coming year they will purchase:

- 2,522 snowmobiles
- 2,703 snowmobile jackets and boots
- 3,426 traction products
- 1,987 performance add-ons
- 2,762 helmets

Local print and broadcast media are inefficient in reaching our niche market. Spend your budget wisely in the only magazine that reaches every snowmobile association member in Massachusetts.

Accessory/Aftermarket

Our readers tell us that in the coming year they will purchase:

- 2,500 trailer accessories
- 1,260 trailers
- 1,817 electric face shields
- 2,526 helmet communicators
- 540 windshields
- 720 goggles
- 1,267 sled jacks
- 1,440 sled covers

If you market to snowmobilers in Massachusetts, *On the Trails with S.A.M.* is a must-have for your advertising budget.



Display Ad Rates

Size	October			November - March			Dimensions
	Open	3x	6x	1x	3x	6x	
Full Page	\$1934	1682	1612	\$1431	1226	1159	7-1/2" w x 10" h
2/3 Page vert	1282	1115	1068	949	813	768	4-7/8" w x 10" h
1/2 Page horiz	1080	915	876	778	666	629	7-1/2" w x 4-7/8" h
1/3 Page vert	757	658	631	560	480	454	3-5/8" w x 6-5/8" h
1/4 Page vert	620	544	516	459	392	371	3-5/8" w x 5" h
1/6 Page horiz	399	348	333	296	253	239	3-5/8" w x 3-1/4" h
4 color: add 30% B & W + red: add 15% premium cover position: add 15% preferred position: add 10%							

Full Pg (with bleeds) 9" x 11.5" trim is 8.5" x 11" live space is 7.5" x 10"	Full Pg (no bleeds) 7.5" x 10"	2/3 Pg Vertical 4.875" x 10"	1/2 Pg Horizontal 7.5" x 4.875"	1/3 Pg Vertical 3.625" x 6.625"	1/4 Pg Vertical 3.625" x 5"	1/6 Pg Horizontal 3.625" x 3.25"
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Snowmobiler's Marketplace Ad Rates

Size	Open	October		November thru March			Dimensions
		3x	6x	1x	3x	6x	
1 Inch	\$149	99	84	\$110	73	63	2-5/16" w x 1" h
2 Inch	193	156	142	143	115	105	2-5/16" w x 2" h
3 Inch	251	208	190	185	153	141	2-5/16" w x 3" h
4 Inch	272	242	228	201	179	169	2-5/16" w x 4" h
5 Inch	343	315	286	253	233	211	2-5/16" w x 5" h

4 color: add 30%

New England PowerSports Exhibitors take an additional 20% off magazine ad rates!

Website Advertising

Advertise on the SAM website, reach thousands of snowmobilers directly, while supporting a volunteer association. Choose from the large top banner or a smaller side banner. All advertising banners link to your website and rotate. Sign up now and be done for the year. All of our banners prices are for a run of 12 months!

- Be seen at the top of the official SAM website, surfers can't miss this ad!
Large Top Banner (468 x 60): \$400/yr
- Column Ads, Right Side, 12 months for \$150. This is the place to advertise locally.
Medium Side Banner (140 x 58): \$150/yr

Submit images in the dimensions specified above in Adobe psd format, jpg, or gif.

New England PowerSport Expo



One weekend — 8,000 customers — The largest selling PowerSports show in New England!
Act now to reserve your space!

- 10 x 10 booth (100 sq.ft.): \$500.00
- 10 x 20 booth (200 sq.ft.): \$800.00
- 10 x 30 booth (300 sq.ft.): \$1,050.00

Additional Charges

Publisher will charge for all costs incurred in preparing mechanicals for submitted advertisements that do not meet specifications for **On the Trails with S.A.M.** Typesetting/Layout charges are \$95/hour. Minimum production charge is \$30.

Note: Full-page four-color ads required on cover positions. Priority is given to previously contracted advertisers. Call for estimate on fold-out cover (two page spread), cover-wrap, postcard stitch (single and double), single page stitch, two-page stitch, glued in items, or any other specialty advertising tools.

Deadlines

issue	space close	ads due
October	8/8/11	8/10/11
November	9/20/11	9/22/11
December	10/17/11	10/19/11
January/February	12/12/11	12/14/11
March	1/16/12	1/18/12

Artwork Requirements

Digital (preferred)

- **On the Trails with S.A.M.** produced on Macintosh with InDesign, Adobe Photoshop and Adobe Illustrator.
- High-resolution PDF files with fonts embedded and raster images at 350 dpi are encouraged.
- Macintosh QuarkXPress, PageMaker and Macromedia Freehand files and Windows files of QuarkXPress, PageMaker, InDesign, Photoshop, Illustrator, Corel Draw are accepted but **will incur additional production charges.**
- Display ads created in Microsoft Word or Microsoft Publisher **cannot be accepted.**
- File transfer media: DVD, CD, Zip disk, FTP, e-mail (files less than 6MB)
- Images: 350 dpi minimum, CMYK or grayscale TIFF or EPS;
line art: 1200 dpi minimum, TIFF or EPS

Mechanical

- **Digital ad materials preferred;** negatives or camera-ready are acceptable but will incur additional production charges.
- Two hardcopy proofs are required (in color if a color ad). Material submitted in any other form than delineated above may result in color alterations for which publisher is not responsible.

Submit advertising insertion orders to Carl Mischka

3540 Jefferson Hwy., Grand Ledge, MI 48837-9750 p: (252) 626-8199 f: (517) 627-4201 email: carlmischka@aol.com

Order Date: _____ Agency Name: _____

Company Name (as to appear in Advertisers Index): _____

Contact Name: _____ Email: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Web Site: _____

DISPLAY ADVERTISEMENT

- ISSUE October November December January/February March
- SIZE Full Page 2/3 Vertical 1/2 Horizontal 1/3 Vertical 1/4 Vertical 1/6 Horizontal
- COLOR B/W B/W plus red (+15%) Four Color (+30%)
- PREMIUM COVER POSITION (+15%) Inside Front Inside Back Outside Back
- PREFERRED POSITION (+10%) _____

SNOWMOBILER'S MARKETPLACE ADVERTISEMENT

- ISSUE October November December January/February March
- SIZE 1" 2" 3" 4" 5" COLOR B/W Four Color (+30%)

WEBSITE BANNER ADVERTISEMENT

- Large Top Banner (468 x 60): \$400/yr Medium Side Banner (140 x 58): \$150/yr

NEW ENGLAND POWERSPORT EXPO

- 10 x 10 booth (100 sq.ft.): \$500.00 10 x 20 booth (200 sq.ft.): \$800.00 10 x 30 booth (300 sq.ft.): \$1,050.00

Rate Per Issue: _____ TOTAL: _____ Bill To: Agency Advertiser

Authorized by (please print): _____ Authorization signature: _____

Date: _____ PO Number: _____ MasterCard Visa American Express Discover

Credit Card No: _____ Code # _____ Expiration Date: _____

Printed Name of Cardholder: _____ Signature: _____

Advertising Terms and Conditions

"Publisher" refers to the SAM. The publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order or contract when they conflict with the terms and conditions of this rate card or any amendment of it.

General Rate Policy To earn volume or frequency rates:

- 1) The contract year is six issues;
- 2) A signed contract or order must be received and accepted by the publisher by the next issue after the first insertion;
- 3) Advertising must be inserted within one year from the effective date of the contract or order.

If an advertising contract or order is exceeded or not fulfilled, the rate charged will be adjusted to the rate earned within 60 days after the termination of the contract period.

Nonpayment of invoices may result in the termination of an advertising contract and a corresponding adjustment in the rate(s) charged.

The publisher reserves the right, at any time and for any reason, to decline any advertising copy and to cease further publication of any advertising without rate penalty to the advertiser. Only the publication of an advertisement shall constitute final acceptance of the advertiser's order.

The publisher shall in no event be liable for failure to publish advertising when specified by the advertiser, provided that, if no advertising is published, any charges therefore received by the publisher shall be refunded. The publisher reserves the right to revise, on notice of 30 days, any rates, terms and conditions of this rate card applicable to contract advertisers. Revisions affecting non-contract advertising may be made without notice.

Space orders are due on or before the closing date listed in the current media kit and may not be canceled by the advertiser after that time. Advertiser may change materials with any insertion, but authorizes the previous advertisement to be repeated if new materials are not furnished by the closing date.

Contract and Copy Regulations

All advertisements are accepted for publication entirely upon the representation that the agency and/or the advertiser is/are properly authorized to publish the entire contents and subject matter thereof.

In consideration of the publication of advertising, the advertiser and/or agency will fully hold harmless and fully indemnify the publisher from and against any and all claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by the publisher, arising directly or indirectly from the publication of any advertisement (including but not limited to claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or thing contained in any advertisement.

Cancellation Policy

Cancellation of ad space must be received in writing to SAM before the published closing date. Cancellations are not accepted after closing dates of each issue.

Commission, Credit Terms and Payments

First-time advertisers/agencies must complete a credit application and prepay advertising to ensure proper placement. Call your advertising sales representative for assistance and credit approval information.

Payments for all advertising are due upon receipt of invoice. VISA, MasterCard, American Express and Discover accepted.

Advertising agencies are responsible for payment of all advertising ordered on behalf of their clients, but the publisher reserves the right to hold the agency and the advertiser jointly and severally liable for all such payments.

Publisher may refuse, without prior notice to any person, to run any advertising on behalf of an advertiser whose account is more than 90 days in arrears, as reflected in association records.