

2012-13 Ad Rates



**Serving Iowa snowmobilers
for more than 40 years**

Clear Lake, Iowa 1969

The Official Publication of the Iowa State Snowmobile Association

Thank you for your interest in the *Iowa Snowmobiler* magazine, the official publication of the Iowa State Snowmobile Association. We publish six times a season—September through March—and distribute 6,000 copies to ISSA members as well as to school and public libraries and government offices for an estimated readership of 15,000 snowmobilers and friends of snowmobiling in Iowa.

Our magazine serves as a calling card for prospective members at various ISSA functions and snowmobile activities in Iowa.

More than 50 snowmobile clubs in Iowa rely on the information in our magazine to remain current on issues at the state level as well as to learn about unique riding opportunities within the state and across the Midwestern Snow Belt.

By advertising with us, you support the thousands of volunteers who work to preserve and maintain the network of 5,000 miles of snowmobile trails in Iowa. Thank you in advance for your support, and we look forward to working with you during the 2012-13 snowmobile season.



Display Ad Sizes and Rates

Frequency.....	6x	3x	1x
Two-Page Spread 4c.....	\$3,000	\$3,500	\$4,000
Non-Bleed 16"w x 10"d			
Bleed 17.25"w x 11.25"d			
Full Page 4c.....	\$1,500	\$2,000	\$2,500
Non-Bleed 7.5"w x 10"d			
Bleed 8.75"w x 11.25"d			
Premium Positions (Full pages only)			
Back Cover 4c	\$1,950	\$2,500	\$2,900
Inside Front Cover 4c	\$1,850	\$2,200	\$2,600
Inside Back Cover 4c.....	\$1,750	\$2,100	\$2,500
1/2 Page 4c 7.5" x 4.875" d	\$950	\$1,200	\$1,500
1/3 Page Vert. 4c 2.25"w x 10"d .	\$650	\$800	\$900
1/4 Page 4c 3.675"w x 4.875"d...	\$500	\$650	\$700
Marketplace (2.375" square)	\$125	\$175	\$200

High-resolution electronic ads accepted in PDF, EPS, JPEG and TIFF format. Please include fonts and images if submitting via Photoshop, Illustrator or other design software.

Magazine Closing Dates

Issue	Material Deadline	Mail Date
September 2012	August 10	August 29
October 2012	September 7	September 28
November 2012	October 12	November 2
December 2012	November 9	November 30
Jan/Feb 2013	December 14	January 4
March 2013	February 8	March 1