

# Snowmobile Maine Guide

Annual Guide to  
Maine Snowmobiling:  
2010-2011 Season

**PUBLICATION: SEPTEMBER 2010**

**DEADLINE: August 15, 2010**



The Guide is the MSA's response piece for direct requests for Maine snowmobiling information. Thousands of copies of the Snowmobile Maine Guide will be distributed to snowmobilers through the mail, Maine Tourism Association information centers, the Maine Snowmobile Show and out of state snowmobile shows. Riders use the Guide for trip planning, and often carry it with them on their trips as a reference. Advertising is generally placed in

the Guide according to region, but special requests for position are honored on a first come-first served basis upon payment of a 15% premium of gross cost of ad. Space sold in full, 1/2, 1/4, 1/8 and 1/16 page sizes.

Ads billed upon receipt of the order; payment prior to August 15, 2010. **5% discount for full payment with order.**

RATES	B/W	1 Color	Process Color
Full Page 6 3/4 x 9 1/2"	\$700	\$755	\$815
Half (horizontal) 6 3/4 x 4 3/4"	\$380	\$420	\$460
Half (vertical) 3 1/4 x 9 1/2"	\$380	\$420	\$460
Quarter 3 1/4 x 4 3/4"	\$216	\$242	\$294
Eighth 3 1/4 x 2 1/4"	\$134	\$155	
Sixteenth 1 1/2 x 2 1/4"	\$92		

Ad submissions: Preferred format high quality pdf with embedded fonts. Color: cmyk. We are a Mac shop, (Quark Xpress), if submitting Quark files, collect or embed all fonts and images with your file. Ads produced in programs other than Quark should be saved as pdf. Emailed files can be sent to: [msa@mesnow.com](mailto:msa@mesnow.com).

Publication & Event Rates and Information



Maine Snowmobile Association  
P.O. Box 80  
Augusta, Maine 04332

Maine Snowmobile Association

2010-2011 SEASON

Publication & Event

# Rates & Information



Association Newspaper:  
**The Maine Snowmobiler**

Annual Tourism Guide:  
**Snowmobile Maine**

MSA Trade Show:  
**Maine Snowmobile Show**

MSA Web Site:  
[www.mesnow.com](http://www.mesnow.com)



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# Maine Snowmobile Show

OCTOBER 1,2,3 2010

AUGUSTA CIVIC CENTER, AUGUSTA, MAINE

This year the MSA celebrates the 14th anniversary of the Maine Snowmobile Show, the traditional kick-off to the snowmobile season in Maine. Children under 12 are admitted free of charge, and the Augusta Civic Center is filled all weekend with snowmobiling families making an outing of the event.

The snowmobile show is promoted on radio, television and in print. A guide to the show, listing all confirmed exhibitors, is printed in the September issue of the MSA newspaper, the Maine Snowmobiler, which is mailed to every household that registered a sled in Maine during the prior season.

The Augusta Civic Center, conveniently located at Exit 112 - I-95, is a modern, comfortable facility with plenty of free parking and access to a variety of nearby motels and restaurants. A lounge is available on Saturday and Sunday for exhibitors to 'take a break' during the event; complimentary coffee, pastries and fruit are available in the morning.

For exhibitor registration information and pricing, contact Bob Meyers, snowjob@mesnow.com, 207-622-6983.

**MSA Web Site**  
[www.mesnow.com](http://www.mesnow.com)

The Maine Snowmobile Association web site offers links for Maine businesses that serve snowmobilers. The URL of the MSA site is prominently promoted on all MSA publications, and is linked from numerous tourism and snowmobiling sites. Since its launching in 1996, the MSA site has been a heavily used resource for snowmobilers planning their winter riding in Maine.

If your business has a web page and you would like to be linked from the MSA site, we can list your business name, address, telephone number and e-mail address on our Services page and link to your home page for a \$50 annual fee. Mail your request for a link to: MSA-Web Site, PO Box 80, Augusta, ME 04332. Please include your business name, address, telephone number and e-mail address, the URL of your web page and the fee.

# The Maine Snowmobiler

The newspaper of the Maine Snowmobile Association, published monthly, September through April, mailed to every MSA family & business member. Average annual circulation: 14,000.

Advertising Deadline: the 15th of the month preceding publication.

Advertising deadline one week earlier if proofs requested.

## Maine Snowmobiler Advertising:

**DEADLINE: 15th of the month prior to publication**

**Open Rate:** Oct.-April: \$16/column Inch

September Full Coverage Issue Rate: \$23/column Inch

**MSA Business Member Rate:** Oct.-May: \$14/column Inch

**National Agency Rates:** On Request

**Minimum ad size:** 2 column inches.

**Billing & Discounts:** Bills rendered monthly upon publication; due upon receipt. A charge of 1 1/2% monthly added to overdue balances (30 days). **5% discount for prepayment.**

**Page:** Page Image area 10.25" wide x 11" deep. Five columns per page. Single column width 1 7/8".

**Color:** Process Color - \$150, Minimum process color ad 32".

### Ad submissions:

Ad submissions: Preferred format high quality pdf with embedded fonts. Convert color to cmyk. We are a Mac shop, (Quark Xpress), if submitting Quark files, collect or embed all fonts and images with your file. Ads produced in programs other than Quark should be saved as pdf. Emailed files can be sent to: [msa@mesnow.com](mailto:msa@mesnow.com). **Classified Advertising:** Prepaid. \$6 - first 20 words. Additional words, 30¢ each.

**Inserts:** Contact Bob Meyers for pricing, 207-622-6983, snowjob@mesnow.com.



## Maine Snowmobiler Promotions:

**#1: SEPTEMBER 2010  
FULL COVERAGE ISSUE**

**DEADLINE: August 15, 2010**

The September 2010 issue of the Maine Snowmobiler will be mailed to all MSA members and non-members who register their sleds in Maine - a projected 50,000+ copies in circulation. We use it to educate non-members and promote club membership. You can use it to advertise your business to this targeted snowmobiling market. Due to the increased circulation of this piece, display advertising is available at a flat rate of \$23 per column inch. 5% discount for prepayment.

**#2: COVER THE WINTER  
PACKAGE DISCOUNT**

**DEADLINE: November 15, 2010**

Advertising that covers the four snowiest months of the Maine winter is available in a few select sizes at the discounted rate of **\$12 per column inch!** Sizes available are: 2 col. x 2" (\$192 total); 2 col. x 4" (\$384 total); 2 col. x 6" (\$576 total) and 3 col. x 3" (\$432 total). To be eligible for the special Cover the Winter discounted rate of \$12 per inch, your ad must:

1. Be black and white.
2. Run with no changes in the December, January, February and March issues of the Maine Snowmobiler.
3. Be prepaid for the full run.

Advertisers who participate in the program will receive placement of their 'Cover the Winter' ad in the April issue - for free.

This is a very popular program among advertisers who wish to promote their business before the Maine snowmobiling community throughout the snowmobiling season.

To participate in any of these MSA Publications or Promotions, contact:

**Bob Meyers, MSA Executive Director: Ph. 207.622.6983 Fax. 207.622.7669 snowjob@mesnow.com  
Maine Snowmobile Association, PO Box 80, Augusta, ME 04332**