

Northern Sno Trails

Ontario's Multi-Regional Snowmobile Publication Partnership

DISPLAY ADVERTISING RATES

Frequency	Full	Half	Quarter	Eighth	Sixteenth
3 issues x	\$1,350.00	\$ 705.00	\$ 490.00	\$ 280.00	\$ 170.00
2 issues x	\$1,540.00	\$ 890.00	\$520.00	\$205.00	\$ 190.00
1 issues x	\$1,760.00	\$ 1020.00	\$ 590.00	\$340.00	\$ 215.00

* All ads are 4-colour process *

Special sizes available upon request. All prices reflect volume and frequency discounts. GST extra.

TERMS

The above agrees to pay Northern Sno Trails (NST) for the following advertising products. NST's terms are 25% upon signing, balance due upon receipt of invoice. Invoice balances over thirty (30) days are subject to 2% interest.

COLOUR RATES

4-colour process included in above pricing.

PREFERRED PLACEMENT

Inside Cover with Process Colour.....\$1,995.00
 Back Cover with Process Colour\$2,495.00

EDITORIAL OPPORTUNITY

Advertisers who commit to the full frequency of three issues at a size of 1/4 page or larger are eligible for free editorial up to 50% of the ad size in one* of the three issues.

* text may be edited, and issue placement will be based on availability, and at the discretion of the editors*

AD DIMENSIONS

Ad Size		Width	x	Height
Full Page		10"	x	13"
Half Page	verticle	5"	x	13"
	horizontal	10"	x	6 1/2"
Quarter Page	verticle	5"	x	6 1/2"
	horizontal	7 1/2"	x	4 1/4"
Eight Page	verticle	2 1/2"	x	6 1/2"
	horizontal	5"	x	3 1/4"
Sixteenth Page	verticle	2 1/2"	x	3 1/4"

MECHANICAL REQUIREMENTS

- Printed on newsprint, a saddle stitched publication.
- Digital PDF files preferred. (Must be accompanied w/ proof).
- For 4 colour - colour proof required.
- If supplying film, halftone screen 100 lpi preferred.
- 4-colour screen 100 lpi also preferred.

Trim Size.....	10.75" x13.75"
Image Size.....	10.25" x ..13.125"
Bleed Page	11.25" x14.25"
Double Page Spread	21.00" x ..13.125"
Double Page Spread Bleed	22.00" x14.25"

PUBLICATION DEADLINE

Issue	Year	Copy Deadline	Release Date
October (Snow Show Issue)	2009	September 18th, 2009	October 7th, 2009
December (Pre season Issue)	2009	November 27th, 2009	December 14th, 2009
February (In-Season Issue)	2010	January 20th, 2010	February 8th, 2010

Email Northern Sno Trails: salesnst@pssd.ca