

Sno-Dak NEWS



Rate Card #3 (May 2009-April 2010)

Published by L.B.L. Printing for Snowmobile North Dakota

Snowmobile North Dakota and L.B.L. Printing are pleased to continue their partnership in the design and printing of the Sno-Dak News bringing you the best in advertising. L.B.L. Printing publishes three state snowmobile association publications including the Ohio State Snowmobiler, the Hoosier Snowmobiler, and the Sno-Dak News. L.B.L.'s design and printing expertise coupled with Snowmobile North Dakota providing the most up-to-date snowmobiling information has created an excellent snowmobile publication. The magazine format provides excellent imagery and industry leading quality, generating excitement for the recreation of snowmobiling while making sure we continue to provide a high quality magazine for the advertisers and readers alike. Let's see YOUR BUSINESS advertised in the Sno-Dak News TODAY!!!

Bringing You the Best in Advertising

FEATURING:
Excellent Quality!
A Great Look!!
A Great Style!!!
A Great Design!!!!

**Request a free copy
of the Sno-Dak News
publication today!**



Circulation

The Sno-Dak News is published for Snowmobile North Dakota. It is mailed directly to SND members. Additional copies are distributed directly to the public by SND Business members, snowmobile clubs, public snowmobiling events & bonus mailings.

The Sno-Dak News, the only magazine for North Dakota snowmobilers, is the official publication of Snowmobile North Dakota (SND). Your message is delivered directly into the hands of qualified snowmobile enthusiasts including all SND members, all SND clubs, and snowmobile enthusiasts interested in this recreation. The Sno-Dak News is dedicated to providing its readers with snowmobiling activities within the state of North Dakota, Canada, & surrounding states; informative articles, safety information, travel destinations, product reviews, legislative reports, product recalls and much, much more. The Sno-Dak News is published six times annually, October-March.

**Get cracking today and purchase
an ad promoting your
business that caters to the
snowmobile industry!**

General Information

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.

Snowmobile North Dakota / Sno-Dak News - 1600 E Century Avenue, Suite 3 - Bismarck, ND 58503
www.snowmobilend.org - snodak@midconetnetwork.com - 701-328-5377 O - 701-328-5363 F



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General Ad Rates & Dimensions - Effective May 1, 2009

Size	Dimensions	1	3	6
Full Page Spread	15" W x 10" Tall	\$1,544	\$1,467	\$1,389
Page & 1/3 Spread	9 3/4" W x 10" Tall	\$1,048	\$992	\$943
Full Page	7 1/2" W x 10" Tall	\$772	\$733	\$695
Half Page Horizontal	7 1/2" W x 5" Tall	\$446	\$424	\$402
1/3 Page Vertical	2 1/4" W x 10" Tall	\$331	\$314	\$298
1/3 Page Horizontal	7 1/2" W x 3 3/4" Tall	\$331	\$314	\$298
1/4 Page Vertical	3 3/4" W x 4 3/4" Tall	\$221	\$210	\$198
1/4 Page Horizontal	4 3/4" W x 3 3/4" Tall	\$221	\$210	\$198
1/6 Page Vertical	2 1/4" W x 4 7/8" Tall	\$166	\$158	\$149
Business Card Vertical	2 1/4" W x 3 1/4" Tall	\$110	\$105	\$100
Business Card Horizontal	3 1/4" W x 2 1/4" Tall	\$110	\$105	\$100
Budget Ad	2 1/4" W x 1" Tall	\$61	\$59	\$56
Classified Ad Non-SND Member: \$20 / 20 words. \$.75 each additional word				
Classified Ad SND Members: \$10 / 20 words. \$.50 each additional word				

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 paid within 10 days of billing.
 -Late Fee of 1 1/2% per month applied to accounts past due
 (Minimum of \$2.50 monthly fee & future ads postponed until account is current)

Publication Deadlines

Issue	Space Deadline	Material Deadline
October 2009	9/1/09	9/1/09
November 2009	10/1/09	10/1/09
December 2009	11/1/09	11/1/09
January 2010	12/1/09	12/1/09
February 2010	1/1/10	1/1/10
March 2010	2/1/10	2/1/10

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

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.