



# Iowa Snowmobiler 2016-17 Media Kit

Four-Color Magazine  
Circulation: 4,000  
Readership: 10,000

Official Publication of the Iowa  
State Snowmobile Association



Available online at [www.iowasnowmobiler.com](http://www.iowasnowmobiler.com)

## Editorial Calendar

Issue Date/Name	On Sale Date	Space Close	Material Close
September 2016	August 26, 2016	August 12, 2016	August 19, 2016
October 2016	September 30, 2016	September 16, 2016	September 23, 2016
November 2016	October 28, 2016	October 14, 2016	October 21, 2016
December 2016	December 2, 2016	November 18, 2016	November 25, 2016
January 2017	December 30, 2016	December 9, 2016	December 16, 2016
February 2017	February 3, 2017	January 20, 2017	January 27, 2017
March 2017	March 3, 2017	February 17, 2017	February 24, 2017

## 2016-17 Rates

Ad size	1x-2x	3x-5x	6x-7x
Full Page 4C	\$1,900	\$1,700	\$1,500
FP4C - Back cover	\$1,900	\$1,700	\$1,500
FP4C - Cover 2	\$1,900	\$1,700	\$1,500
Spread 4C	\$3,000	\$2,500	\$2,000
Spread 4C - Cover 2 and page 3	\$3,000	\$2,500	\$2,000
1/4P4C	\$600	\$500	\$400
1/2P4C	\$900	\$800	\$700
1/3P4C	\$700	\$600	\$500
Marketplace	\$125	\$110	\$90

## Ad specs

Ad size	Specification
FP4C Bleed	8.75" w x 11.25" d
FP4C Non-Bleed	7.5" w x 10" d
Spread 4C Bleed	17.25" w x 11.25" d
Spread 4C Non-Bleed	16" w x 10" d
1/4P4C	3.675" w x 4.875" d
1/2P4C	7.5" w x 4.875" d
1/3P4C	2.25" w x 10" d
Marketplace	2.25" square



## Contact Info

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