



# Iowa Snowmobiler 2017-18 Media Kit

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

Official Publication of the Iowa  
 State Snowmobile Association

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



## Editorial Calendar

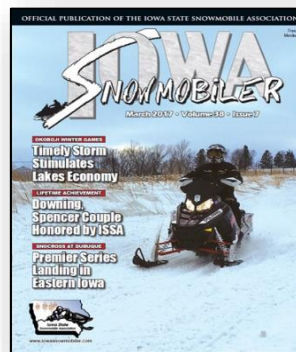
Issue Date/Name	On Sale Date	Space Close	Material Close
September 2017	August 25, 2017	August 11, 2017	August 18, 2017
October 2017	September 29, 2017	September 15, 2017	September 22, 2017
November 2017	October 27, 2017	October 13, 2017	October 20, 2017
December 2017	December 1, 2017	November 17, 2017	November 24, 2017
January 2018	December 29, 2017	December 8, 2017	December 15, 2017
February 2018	February 2, 2018	January 12, 2018	January 19, 2018
March 2018	March 2, 2018	February 9, 2018	February 23, 2018

## 2017-18 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



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