

SNO-TRAVELER

THE OFFICIAL PUBLICATION OF THE NEW HAMPSHIRE SNOWMOBILE ASSOCIATION

FULL PAGE
8.375 X 10.875
(TRIM)
8.625 X 11.125
(W/BLEED)

2/3 PAGE VERTICAL
5.2083 X 10.25

2/3 PAGE HORIZONTAL
7.875 X 6.7813

1/2 PAGE
7.875 X 5.0556

1/3 PAGE VERTICAL
2.5417 X 10.25

1/3 PAGE HORIZONTAL
7.875 X 3.333

1/4 PAGE
3.875 X 5.0694

1/8 PAGE
3.875 X 2.4722

1/2 PAGE
1/4 PAGE
1/8 PAGE

GOLD
SILVER
BRONZE

Sno-Traveler 2024-2025	Full-Color Glossy (prices are per issue)	Price per Issue SINGLE AD	THIRD AD 50% Discount*
Covers	8.375 x 10.875		
Inside covers and back	8.625 x 11.125 w/bleed	\$ 1,913	\$956.50
Premium Pages			
Full page	8.375" w x 10.875" h	\$ 1,659	\$829.50
2/3 page vertical	5.2083" w x 10.25" h	\$ 1,407	\$703.50
2/3 page horizontal	7.875" w x 6.7813" h	\$ 1,407	\$703.50
1/2 page	7.875" w x 5.0556" h	\$ 1,134	\$567.00
1/3 page vertical	2.5417" w x 10.25" h	\$ 861	\$430.50
1/3 page horizontal	7.875" w x 3.333" h	\$ 861	\$430.50
1/4 page	3.875" w x 5.0694" h	\$ 725	\$362.50
1/8 page	3.875" w x 2.4722" h	\$ 575	\$287.50

Lodging - Dining - Real Estate (economy ads in back)			
1/2 page	7.625" w x 4.9375" h	\$ 990	\$495.00
1/4 page	3.75" w x 4.9375" h	\$ 545	\$272.50
1/8 page	3.75" w x 2.4063" h	\$ 335	\$167.50

Marketplace			
Gold	1.8125" w x 4.9353" h	\$ 292	\$146.00
Silver	1.8125" w x 3.25" h	\$ 236	\$118.00
Bronze	1.8125" w x 2.4097" h	\$ 192	\$96.00

ISSUE	DEADLINE	On Sale Date	Theme
September - October	8/26/2024	9/22/2024	Drags Special
November - December	10/22/2024	11/18/2024	Travel - Tourism
January - February	12/10/2024	1/18/2025	Events - Sales

All ads are accepted based on the assumption that the advertiser or agency is authorized to place advertisements. NHSA shall not be liable for any claims based on contents or subjects of advertisements. NHSA assumes that an advertiser has secured the right to use any images contained in an ad, as well as the consent of any person(s) who may be pictured. NHSA is not liable for any costs or damages if for any reason NHSA fails to publish an advertisement, nor responsible for errors in ads that are provided to the NHSA as "press ready." All advertising material is subject to approval and placed at the discretion of the NHSA. NHSA reserves the right to reject or cancel any advertising for any reason at any time, without liability. Advertisers and their agencies are jointly and severally liable for payment of advertising space ordered and published, production charges, and any collection or legal costs incurred. I acknowledge and accept these terms and conditions.

We remind advertisers that our standard terms are net 30 days and all balances must be satisfied before an insertion order is placed in a future issue.

*Buy Two Ads, Get 50% Off Third Ad! (Example: purchase ads in first two issues, get a 50% discount on the third issue) Discount applies to purchases during a single winter season, cannot be applied to another winter season. Discount applies to third advertisement of the same or less value.