

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 2026-2027	Full-Color Glossy (prices are per issue)	Last Year's Price	New Price This Season
Covers			
	8.375 x 10.875		
Inside covers and back	8.625 x 11.125 w/bleed	\$ 1,970	\$1,800
Premium Pages			
Full page	8.375" w x 10.875" h	\$ 1,709	\$1,550
2/3 page vertical	5.2083" w x 10.25" h	\$ 1,449	\$1,300
2/3 page horizontal	7.875" w x 6.7813" h	\$ 1,449	\$1,300
1/2 page	7.875" w x 5.0556" h	\$ 1,168	\$1,050
1/3 page vertical	2.5417" w x 10.25" h	\$ 887	\$800
1/3 page horizontal	7.875" w x 3.333" h	\$ 887	\$800
1/4 page	3.875" w x 5.0694" h	\$ 747	\$675
1/8 page	3.875" w x 2.4722" h	\$ 592	\$550
Lodging - Dining - Real Estate (economy ads in back)			
1/2 page	7.625" w x 4.9375" h	\$ 1,020	\$900
1/4 page	3.75" w x 4.9375" h	\$ 561	\$500
1/8 page	3.75" w x 2.4063" h	\$ 345	\$325
Marketplace			
Gold	1.8125" w x 4.9353" h	\$ 301	\$275
Silver	1.8125" w x 3.25" h	\$ 243	\$225
Bronze	1.8125" w x 2.4097" h	\$ 198	\$175

ISSUE	DEADLINE	On Sale Date	Theme
September - October	8/28/2026	9/27/2026	Regular Issue
November - December	10/23/2026	11/22/2026	Regular Issue
January - February	12/18/2026	1/17/2027	Regular Issue

****GRASS DRAGS SPECIAL EDITION - DEADLINE JULY 24, 2026 - SHIPS EARLY SEPTEMBER**

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.