

**DEADLINE:** All copy and advertising material due the 1st of the month prior to publication. Publication printed the first week of each month, except February - Date to be announced.

### ADVERTISING RATES

Per Insertion

Space Unit	1 Time	4 Times	6 Times
Full Page	\$1500.00	\$1300.00	\$ 975.00
Half Page	\$ 900.00	\$ 700.00	\$ 500.00
Quarter Page	\$ 555.00	\$ 375.00	\$ 275.00
Less than Quarter Page			
Price per column in.			
	\$ 40.00	\$ 25.00	\$ 20.00
Center Double Truck B/W			
	\$3000.00	\$2600.00	\$1950.00

Rate holder for full page contract not less than 1/4 page  
**Cover positions sold on 6 time contract only.**

### COLOR ADVERTISING

Black and white rates plus following charges:

- One color plus B/W..... \$150 additional
- Two color plus B/W..... \$200 additional
- 4 color rate (must be CMYK) ..... \$400 additional

Cover positions must use color.  
 (50lb. offset stock)

- Back page ..... \$150 additional
- Inside covers ..... \$100 additional
- Maximum full size 12" deep x 9<sup>13</sup>/<sub>16</sub>" wide

### COMMISSIONS AND CASH DISCOUNTS

- Commissions to accredited or recognized advertising agencies, 15%
- Payment with insertion order, 5% discount.
- Net 30 days.
- A service charge per month after 30 days.

### MECHANICAL REQUIREMENTS

- Printed by photo offset
- High grade newsprint stock
- 65 to 100 line screen
- Column widths:
  - 1 column 1<sup>13</sup>/<sub>16</sub>" wide
  - 2 columns 3<sup>13</sup>/<sub>16</sub>" wide
  - 3 columns 5<sup>13</sup>/<sub>16</sub>" wide
  - 4 columns 7<sup>13</sup>/<sub>16</sub>" wide
  - 5 columns 9<sup>13</sup>/<sub>16</sub>" wide
- Maximum full page depth: 12"
- 5 columns per page, total 60 column inches
- Trim size: 10<sup>3</sup>/<sub>4</sub>" wide x 13<sup>1</sup>/<sub>4</sub>"
- Single page bleed: 11<sup>1</sup>/<sub>4</sub>" x 13<sup>3</sup>/<sub>4</sub>"
- Double truck bleed: 22" wide x 13<sup>3</sup>/<sub>4</sub>" deep
- If you're sending your ad on disk please use a CD disk using QuarkExpress 4.0 and save as a PDF or TIFF file
- **Michigan Snowmobiler** is composed on a Power Mac Computer using the program QuarkExpress 4.0.

### CLASSIFIED RATES

- 70¢ per word, one time. Initials, groups of figures or abbreviations count as one word.
- Minimum order \$20.00 per month
- Terms: Payment with order

### CIRCULATION

- Per copy on newsstands: \$3.00
- Yearly subscription: \$15.00
- Canada: \$30.00 per year
- Monthly to all Michigan counties, plus subscriptions to Wisconsin, Illinois, Indiana, Ohio and Canada
- Michigan population: 9,000,000
- Michigan snowmobiles registered: Over 350,000
- Over 30,000 readers each month



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