

SLED MASS

SNOWMOBILE ASSOCIATION OF MASSACHUSETTS



Get year long exposure from
OUR 2 BIG ISSUES

1

Snowmobile
Super Store
"Sled Expo"
Issue

2

Massachusetts
Snowmobile
Resource
Guide

Sled Expo



THE LARGEST
SELLING SNOWMOBILE SHOW
IN NEW ENGLAND

Nov. 16 & 17, 2019 • The Big E Grounds • West Springfield, MA

A publication with real stories
and information on snowmobile
vacations, sales and equipment.

The Snowmobile Association of Massachusetts is more than 9,000 members strong and run by volunteers that put in thousands of hours each year to maintain over 2,000 miles of trails and a vast fleet of grooming equipment.

We couldn't do all of this without the ongoing support of businesses—both local and national. In turn, our members support your business through equipment purchases and travel to snowmobile destinations throughout Northeastern USA and Eastern Canada. We have support levels to meet any budget or marketing goal.

NEW FOR 2019: Become a business supporter for only \$100 a year and receive a coupon code for 10% off any additional advertising you choose.

SAM READER PURCHASING POWER

Hotels & Motels:

- Over 40% stay 10 or more nights per year in hotels/motels.
- Over 60% will travel outside the state to enjoy New Hampshire and Vermont, 40% to Maine. New York and Quebec are also favorite destinations.
- Over 70% of our readers use advertisements in our magazine to book and plan trips all year long. Our readers travel and stay overnight to satisfy their enthusiasm. Why not show them the benefits of staying at your property?

Dealers:

Our readers tell us that in the coming year they will purchase:

- 2,522 snowmobiles
- 2,703 snowmobile jackets and boots
- 3,426 traction products
- 1,987 performance add-ons
- 2,762 helmets

Local print and broadcast media are inefficient in reaching our niche market. Spend your budget wisely in the only magazine that reaches every snowmobile association member in Massachusetts.

Accessory/Aftermarket

Our readers tell us that in the coming year they will purchase:

- 2,500 trailer accessories
- 1,260 trailers
- 1,817 electric face shields
- 2,526 helmet communicators
- 540 windshields
- 720 goggles
- 1,267 sled jacks
- 1,440 sled covers



QUICK FACTS

- **Circulation:** 16,000 October & December
- **Distribution:** Mailed to 10,000 SAM member households; balance distributed to every registered snowmobile in the state plus bonus distribution at the Sled Expo
- **Frequency:** Two Issues for the 2018/2019 season!
 - Snowmobile Super Store "Sled Expo"
 - MA Snowmobile Resource Guide
- **Gender:** 83% male, 17% female
- 94% read advertisements
- Association members are the solid citizens of snowmobiling
- Club members are responsible for maintaining trails
- Editorial includes timely updates on local & state issues



TAKE ADVANTAGE OF THESE VARIOUS ADVERTISING OPPORTUNITIES!

Advertise on www.SledMass.com

Put your information in front of active snowmobilers all year round at www.sledmass.com. Massachusetts, Connecticut and Southern New York snowmobilers come to www.sledmass.com to check on current trail conditions, find out where to buy trail passes, learn about upcoming events and more. And snowmobilers from around the Northeast get information on the annual Sled Expo and places to shop and stay in all Northeast States. With 23,456 visitors during peak season (November–March) www.sledmass.com is a premier online advertising location.

All advertising banners link to your website and rotate. Sign up now and be done for the year. All of our banners prices are for a run of 12 months!



- Be seen on the official SAM website!
- All banner ads are 300px x 248px/12 months for \$240
- This is the place to advertise locally. Ads rotate.
- Submit images in the dimensions specified above as a jpg, gif or png file format.

Become a Business Supporter

Who should join?

You! In joining more than 6,000 individual members of SAM, you will be making an investment in snowmobiling which will pay dividends over the years!

Why Join?

As a business member of SAM you will help support the sport of snowmobiling and the legislative efforts protecting our recreation while enhancing your business.

Sign up as a business supporter and receive a coupon code good for 10% off any additional advertising in the same year!

Advertise in SledMass

SledMass, our flagship publication, includes articles related to all aspects of snowmobiling, travel destinations, repair advice, articles and news by local clubs, grant news, legislative updates, and more. The fall issue also focuses on the annual Sled Expo highlighting vendor participation and special expo events. The December issue highlights businesses and locations through Massachusetts and the Northeast, and serves as the premier source of all things snowmobile related. With a publication run of 16,000 issues, *SledMass* is a power- and feature-filled publication that gives advertisers great exposure at a great price.

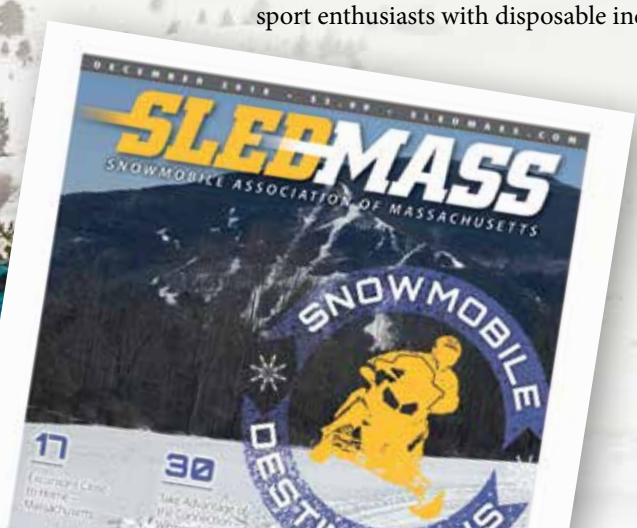
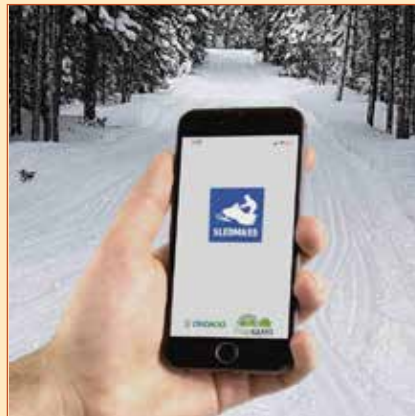
SledMass is the only publication that reaches every snowmobile association member in Massachusetts.

If you market to the snowmobiler and power sport market in the Massachusetts region, you owe it to yourself to advertise in *SledMass*.

Each issue carries your marketing message to devoted snowmobile and power sport enthusiasts with disposable income.

Advertise on Our Interactive Map

The Snowmobile Association of Massachusetts interactive map is available both online and as an app for iPhone and Android. For only \$100 year you get your business listing on the map, a photo of your business, telephone number that can be clicked on to call, a website link, hours of operation and a brief description of your business.



DISPLAY AD RATES

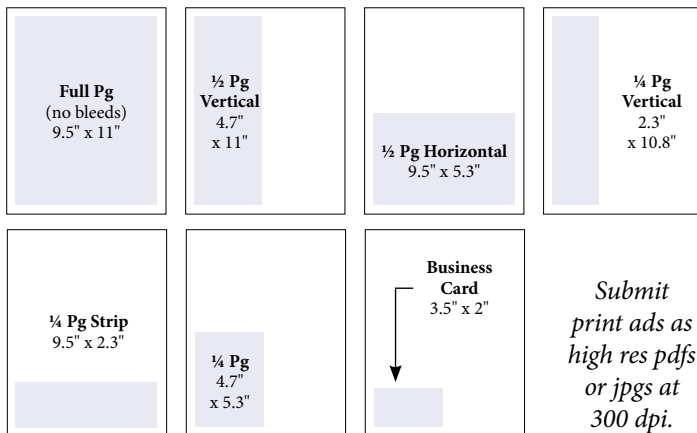
October and November

Size	1x	2x	Dimensions
Full Page	\$1750	1525	9.5" w x 11" h
Half Page Vert	1250	1025	4.7" w x 10.8" h
Half Page Horiz	1250	1025	9.5" w x 5.3" h
Quarter Page Vert	880	775	2.3" w x 10.8" h
Quarter Page	880	775	4.7" w x 5.3" h
Quarter Page Strip	880	775	9.5" w x 2.5" h
Business Card	300	250	3.5" w x 2" h

Full Process Color Available at NO Additional Cost

Prices effective as of June 1, 2019

A 20% premium for ad placement on pages 2, 3 and back page may apply. Other preferred position: add 10%



Submit
print ads as
high res pdfs
or jpgs at
300 dpi.

WEBSITE ADVERTISING

Advertise on the SAM website, reach thousands of snowmobilers directly, while supporting a volunteer association. Choose from the large top banner or a smaller side banner. All advertising banners link to your website and rotate. Sign up now and be done for the year. All of our banners prices are for a run of 12 months!

■ Banner (300px x 248px): \$240/yr

Submit images in the dimensions specified above as a jpg, gif or png file format.

DEADLINES

issue	space close	ads due
October	8/25/19	8/29/19
December	11/1/19	11/5/19

Sled Expo deadline

Payment in full by September 1st

ARTWORK REQUIREMENTS

- SledMass produced on Macintosh with InDesign, Adobe Photoshop and Adobe Illustrator.
- High-resolution PDF files with fonts embedded and raster images at 300 dpi are encouraged.
- Macintosh Adobe InDesign, Adobe Illustrator, and QuarkXPress are accepted but **will incur additional production charges.**
- Display ads created in Microsoft Word or Microsoft Publisher cannot be accepted.
- File transfer media: DVD, CD, Zip disk, FTP, e-mail (files less than 15MB)
- Images: 300 dpi minimum, CMYK or grayscale TIFF or EPS; line art: 1200 dpi minimum, TIFF or EPS
- Format: High res pdf or 300 dpi jpg.

SLED EXPO RATES

SLED Expo 2019

Nov. 16-17, 2019: One weekend — 8,000 customers —
The largest selling PowerSports show in New England!

Act now to reserve your space!

STANDARD BOOTH

- 10 x 10 booth (100 sq.ft.): \$400.00
- 20 x 20 booth (400 sq.ft.): \$1,200.00
- 30 x 40 booth (1,200 sq.ft.): \$3,300.00

Sponsor & Manufacturer booth pricing available—

Call for pricing—413-369-8092

Become a business member today for only \$100.00 and receive 10% off the above pricing.

Payment in FULL on or before July 1, 2019 take an additional 5% off. Reserve your booth for 20% down with the balance due on or before September 1, 2019.

CELEBRATE OUR 50TH ANNIVERSARY WITH A SPONSORSHIP TABLE

Payment in full by September 1st

8' table with your literature showcased at the EXPO. This is an un-staffed table top area where sponsors will be showcased for only \$500.00. Send us your materials and we will arrange the display.

Check or money order in U.S. Funds only and made payable to: Snowmobile Association of Massachusetts (SAM)
Mail to: P.O. Box 386, Conway, MA 01341

If paying by credit card please go to our online payment system at: www.SLEDMASS.com

Sled Expo Exhibitors take an additional 10% off magazine ad rates!