

2022-2023 MEDIA KIT

# SLED MASS

SNOWMOBILE ASSOCIATION OF MASSACHUSETTS



## SLED EXPO

IN PERSON

Nov. 19 & 20, 2022

VIRTUAL

All Year Long

## SLED EXPO & Resource Guide

Combo Publication  
Will Reach More  
Readers & Buyers

**2022**  
INCLUDED WITH  
ALL VENDOR  
REGISTRATIONS

# SLED EXPO '22



**SLED EXPO "LIVE" November 19 & 20, 2022**  
**at the Big E, Young Building, W. Springfield, MA**  
**Plus...Your Listing Virtual for the Entire 2022/2023 Season!**

**ALL SEASON LONG:** What once was only a weekend of 8,000 customers will now be a season long opportunity for our Exhibitor Sponsors. The largest selling Snowmobile show in New England!  
*Act now to reserve your space with an early presence!*

**T**he 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. Call the SAM office at 413-369-8092.

In 2021 we saw traffic on our website [www.sledmass.com](http://www.sledmass.com) increase dramatically with the strategic marketing and direct mail campaign done for SLED EXPO "LIVE" we are looking forward to it being used even more than before with our enhanced outreach! Don't miss this opportunity!

- 1 SLED EXPO LIVE on November 19 & 20, 2022.** Showcase & SELL your products to thousands of attendees INDOORS just before the heat of the season...
- 2 FREE to all VENDORS...the virtual SLED EXPO marketplace.** Exhibitors will be highlighted on a MINI PAGE of SLEDMASS website with advertising throughout New England to showcase this valuable marketplace resource. *This is an ALL SEASON opportunity.*
- 4 WE WILL BE PUBLISHING AN ELECTRONIC MAGAZINE FOR NOVEMBER 1ST, 2022.** This publication will include additional advertising for our vendors as well as local businesses. Limited copies will be printed for Sled Expo 2022
- 5 REACH YOUR TARGET AUDIENCE! Our publication is DIGITAL with direct links to advertisers web pages.** *This is an ALL SEASON opportunity.*
- 6 SEASONAL: Map App advertising opportunities.** The MAP App was a huge hit last year when unrolled and this year we will be able to offer splash page advertising for season long exposure to both our Gold & Silver Sponsors. This is an ALL SEASON opportunity..
- 7 TV, RADIO & SOCIAL MEDIA MARKETING** Our marketing outreach will be multi-media and include television, radio, publication, website and Facebook for maximum exposure.
- 8 TECH TIP OPPORTUNITIES FREE to all vendors & sponsors.** All participating Vendors & Sponsors will have the opportunity to participate in our tech tips (both written & video). We will share videos on a regular basis on our website and social media pages and where possible capture this same data for the publication.

# SLED EXPO '22



## VENDOR SPONSORSHIP OPPORTUNITIES

**G**old and Silver Sponsors of the **2022 SLED EXPO** receive maximum visibility with our audience on multiple platforms, throughout the season including advertising in our printed and digital publication. All sponsorships include business memberships and the opportunity to participate in our tech tip & video media campaign for an even MORE...ALL SEASON exposure.

### **GOLD SPONSOR VENDOR: \$5000**

- **SLED EXPO LIVE VENDOR BOOTH SIZE 30 X 80 or a smaller VENDOR BOOTH of choice**
- Full page ad (in color with click-through capability) in printed & digital publication
- VIRTUAL expo marketplace– Listing includes company logo, about, specials, direct link to web or facebook with TOP placement within the campaign.
- OPEN HOUSE highlight opportunity through SAM's event page
- ALL season e-blasts and social media campaign recognition
- Logo on direct mail TRAIL PASS mailings
- Recognition as a key- sponsor in our season long campaign
- Free advertising listing on the Map App
- Free Side bar advertising on the Web Map
- Name and logo recognition with a quick link on our “virtual expo highlight” in our digital publication
- Gold Sponsors receive the highest level of exposure and visibility throughout the season with largest logo inclusion, top logo placement, more mentions, etc...
- Media outlets included in the Sled Expo campaign both LIVE & VIRTUAL include: CBS, NBC, FOX, Digital Media, Radio, Facebook, Instagram, Twitter, E-blasts and publication.

### **SILVER SPONSOR VENDOR: \$3000**

- **SLED EXPO LIVE VENDOR BOOTH SIZE 30 X 40 or a smaller VENDOR BOOTH of choice**
- 1/2 page ad (in color with click-through capability) in printed & digital publication
- VIRTUAL expo marketplace– Listing includes company logo, about, specials, direct link to web or facebook with MID placement within the campaign.
- OPEN HOUSE highlight opportunity through SAM's event page
- ALL season e-blasts and social media campaign recognition
- Logo on direct mail TRAIL PASS mailings
- Recognition as a key- sponsor in our season long campaign
- Free advertising listing on the Map App
- Free Side bar advertising on the Web Map

- Name and logo recognition with a quick link on our “virtual expo highlight” in our digital publication
- Media outlets included in the Sled Expo campaign both LIVE & VIRTUAL include: CBS, NBC, FOX, Digital Media, Radio, Facebook, Instagram, Twitter, E-blasts and publication.

### **BRONZE SPONSOR VENDOR: \$1500**

- **SLED EXPO LIVE VENDOR BOOTH SIZE 30x20 or a smaller VENDOR BOOTH of choice**
- 1/4 page ad (in color with click-through capability) in printed & digital publication
- VIRTUAL expo marketplace– Listing includes company logo, about, specials, direct link to web or facebook with placement within the campaign.
- OPEN HOUSE highlight opportunity through SAM's event page
- ALL season e-blasts and social media campaign recognition
- Logo on direct mail TRAIL PASS mailings
- Recognition as a key- sponsor in our season long campaign
- Free advertising listing on the Map App
- Free Side bar advertising on the Web Map
- Name and logo recognition with a quick link on our “virtual expo highlight” in our digital publication
- Media outlets included in the Sled Expo campaign both LIVE & VIRTUAL include: CBS, NBC, FOX, Digital Media, Radio, Facebook, Instagram, Twitter, E-blasts and publication.

### **SLED EXPO VENDOR: \$500**

- **SLED EXPO VENDOR BOOTH SIZE 10 X 10**
- VIRTUAL expo marketplace– Listing includes company logo, about, specials, direct link to web or facebook with placement within the campaign.
- Name and logo recognition with a quick link on our “virtual expo highlight” in our digital publication
- Media outlets included in the Sled Expo campaign both LIVE & VIRTUAL include: CBS, NBC, FOX, Digital Media, Radio, Facebook, Instagram, Twitter, E-blasts and publication.

# SLED EXPO '22



## À LA CARTE OPTIONS

### SLED EXPO VENDOR RATES

- 10x10 booths begin at \$500 each ADD additional space at \$300 per 10x10 space
- Table Top Exhibit \$500 see below for details.

Trailers in your booth? Please be sure to purchase the right space for your size trailer.

### CELEBRATE SNOWMOBILING IN MASSACHUSETTS WITH A SPONSORSHIP TABLE AT THE SLED EXPO

- VIRTUAL expo marketplace– Listing includes company logo, about, specials, direct link to web or facebook with placement within the campaign.
- Payment in full by October 15th will reserve a 8' table with your literature showcased at the EXPO. This is an unstaffed 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](http://www.SLEDMASS.com)

### SLEDMASS DISPLAY AD RATES

Pricing (all ads are in color, and come with click-through capability):

- Full Page \$400 – 8.5" w x 11" h
- Half Page Horiz \$225 – 7.5" w x 4.75" h
- Half Page Vert \$225 – 3.625" w x 9.875" h
- Quarter Page Vert \$125 – 3.625" w x 4.75" h
- Quarter Page Strip \$125 – 7.5" w x 2.375" h

Gold Sponsor Vendor gets free full page ad,  
Silver Sponsor Vendor gets free 1/2 page ad  
Bronze Sponsor Vendor gets free 1/4 page ad

Full Process Color Available at NO Additional Cost. Prices effective as of June 2022. A 20% premium for ad placement on pages 2, 3 and back page will apply.

### 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.



**A**dvertise in the official publication of the Snowmobile Association of Massachusetts – *SledMass* ...NEW for 2022/2023 Season we will be doing a printed and digital version of our publication. Circulation 10,000 PLUS

Thousands of snowmobile enthusiasts will use the printed and digital book to navigate their snowmobile plans for the 2022/2023 season. Our publication is the face of snowmobiling in Massachusetts and beyond and has been the most powerful advertising medium we offer, and now that it will be accessible directly from home, and advertisements will come with click-through capability to the website of your choice, it only becomes more powerful.



## DISPLAY AD RATES

**Pricing** (all ads are in color, and come with click-through capability):

Full Page	\$400	8.5" w x 11" h
Half Page Vert	\$225	3.625" w x 9.875" h
Half Page Horiz	\$225	7.5" w x 4.75" h
Quarter Page Vert	\$125	3.625" w x 4.75" h
Quarter Page Strip	\$125	7.5" w x 2.375" h

Full Process Color Available at NO Additional Cost. A 20% premium for ad placement on pages 2, 3 and back page will apply.

<p><b>Full Pg</b> (bleeds) 8.5" x 11"</p>	<p><b>½ Pg Vertical</b> 3.625" x 9.875"</p>	<p><b>½ Pg Horizontal</b> 7.5" x 4.75"</p>
<p><b>¼ Pg Strip</b> 7.5" x 2.375"</p>	<p><b>¼ Pg</b> 3.625" x 4.75"</p>	<p>Submit print ads as high res pdfs or jpgs at 300 dpi.</p>

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## DEADLINES

### October 1

Deadline to receive artwork of ads

### November 19 & 20

In hand date of the SLED EXPO resource guide and *SledMass*

## ADDITIONAL CHARGES

Publisher will charge for all costs incurred in preparing mechanicals for submitted advertisements that do not meet specifications for *SledMass*. Typesetting/Layout charges are \$95/hour. Minimum production charge is \$30.

*Note:* Full-page four-color ads required on cover positions. Priority is given to previously contracted advertisers. Call for estimate on fold-out cover (two page spread), cover-wrap, postcard stitch (single and double), single page stitch, two-page stitch, glued in items, or any other specialty advertising tools.

## 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.