

2026-2027 MEDIA KIT

SLEDMASS

SNOWMOBILE ASSOCIATION OF MASSACHUSETTS



SLED EXPO & Resource Guide

**Combo Publication
Will Reach More
Readers & Buyers**

IN PERSON | Nov. 21 & 22, 2026
VIRTUAL | All Year Long

SLED EXPO "LIVE"

November 21 & 22, 2026 at
the Big E, Young Building,
W. Springfield, MA

Plus...Your Listing Virtual for the Entire 2026-2027 Season!



ALL SEASON LONG: What once was only a weekend of 5,000 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!

The Snowmobile Association of Massachusetts is more than 7,000 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.

Since 2023 our website activity has exponentially increased with more customers using the Internet for research and purchases. With Sled Expo Live (our marketing and direct mail campaign) we anticipate the website being used more than ever. Don't miss this opportunity!

- 1 SLED EXPO LIVE on November 21 & 22, 2026.** 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 ONE PRESEASON ELECTRONIC PUBLICATION NOVEMBER 1, 2026** This publication will include additional advertising for our vendors as well as local businesses.
- 5 REACH YOUR TARGET AUDIENCE! Our publication is DIGITAL with direct links to advertisers web pages.** *This is an ALL SEASON opportunity.*
- 6 RADIO & SOCIAL MEDIA MARKETING** Our marketing outreach will be multi-media and include radio, publication, website and Facebook for maximum exposure.
- 7 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.



NOVEMBER 21-22, 2026
BIG E • YOUNG BLDG. • W. SPRINGFIELD, MA

VENDOR SPONSORSHIP OPPORTUNITIES

Gold and Silver Sponsors of the **2026 SLED EXPO** receive maximum visibility with our audience on multiple platforms, throughout the season including advertising in our 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 in the fall issue prior to the Expo
- 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
- 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: Digital Media, Radio, Facebook, Instagram, Twitter, E-blasts and publication.
- 4 free skirted tables. Extra skirted tables can be rented at 30.00 ea. Please specify how many you want to rent.

SILVER SPONSOR VENDOR: \$3000

- **SLED EXPO LIVE VENDOR BOOTH SIZE 30 X 40 or a smaller VENDOR BOOTH of choice**
- ½ page ad (in color with click-through capability) in printed & digital publication in the fall issue prior to the Expo
- 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
- 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: Digital Media, Radio, Facebook, Instagram, Twitter, E-blasts and publication.
- 3 free skirted tables. Extra skirted tables can be rented at 30.00 ea. Please specify how many you want to rent.

BRONZE SPONSOR VENDOR: \$1500

- **SLED EXPO LIVE VENDOR BOOTH SIZE 30 X 20 or a smaller VENDOR BOOTH of choice**
- ¼ page ad (in color with click-through capability) in printed & digital publication in the fall issue prior to the Expo
- 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
- 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: Digital Media, Radio, Facebook, Instagram, Twitter, E-blasts and publication.
- 2 free skirted tables. Extra skirted tables can be rented at 30.00 ea. Please specify how many you want to rent.

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: Digital Media, Radio, Facebook, Instagram, Twitter, E-blasts and publication.
- No tables provided. Please specify if you need a skirted table. Tables for rent at 30.00 each



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À LA CARTE OPTIONS

SLED EXPO VENDOR RATES

- 10x10 booths begin at \$500 each ADD additional space at \$300 per 10x10 space

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

SLEDMASS BUSINESS SUPPORTERS

\$150.00 per year you will get year long ads and promotion on all social media along with website promotion. We will also run any special events or sales that you may have throughout the year. Sign up online at <https://www.sledmass.com/business-supporters/business-membership/>



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 2025. 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.

NEW THIS YEAR - WEB MAP ADVERTISING!

Increase your visibility and reach snowmobilers with our new website and map app advertising opportunities.

Gold Advertising Package – \$500 per Year

- Premium advertising placement on the website
- Featured advertising on the map app
- Maximum visibility for your business

Silver Advertising Package – \$250 per Year

- Rotating advertisement on the website
- Advertising space on the map app
- An affordable way to reach riders

Promote your business where snowmobilers are planning their rides and exploring trails. Reserve your advertising space today!

As the 2026-27 season rapidly approaches, make sure to get your ad in to our preseason publication for release prior to the Sled Expo in November. This is the perfect opportunity for dealers to promote their preseason specials. If you are sponsor of the Expo, you will once again receive a free ad in the preseason publication.

DISPLAY AD RATES

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

	1 issue	
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.

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

DEADLINES

October 1: Deadline to receive artwork of ads for November issue

November 1: Sled Expo resource guide will be available electronically at www.sledmass.com

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.

- ¼ page ad \$125 (1 issue)
- ½ page ad \$225 (1 issue)
- Full page ad \$400 (1 issue)

Gold Expo Sponsor gets free full page ad in the issue prior to EXPO.
Silver Sponsor gets free ½ page ad in the issue prior to EXPO.
Bronze Sponsor gets free ¼ page ad in the issue prior to EXPO.

With ¼ page ads so affordable don't miss this opportunity to promote your local businesses.

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- **Banner (300px x 248px): \$240/yr**

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

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.

- 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.