



The Maine Snowmobiler

An Official Publication of the Maine Snowmobile Association



United we trail, divided we fail

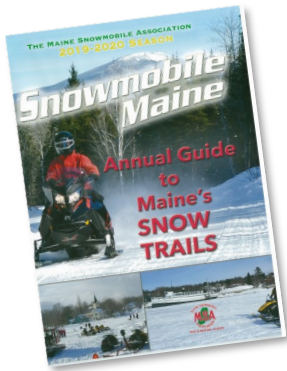
Media Guide

www.mesnow.com

Reach Over 14,000 Snowmobilers in New England

The *Maine Snowmobiler* is the official publication of the Maine Snowmobile Association, published monthly September through March, with an average monthly circulation of 14,000 and is mailed to MSA family and business members.

As the #1 go to guide for MSA members, The Maine Snowmobiler offers an array of marketing opportunities. Whether your target audience is in the market for a new sled, gear or a weekend away including lodging & dining, The Maine Snowmobiler is a one stop marketing tool that will put you in direct contact with your customers.



Snowmobile Maine Guide is the MSA's response piece for requests for information about snowmobiling in Maine. Every year thousands of copies of the Guide are distributed to snowmobilers through mail, Maine Tourism Association information centers, the Maine Snowmobile Show and out of states shows. A pdf version of the Guide is posted on mesnow.com Riders use the Guide for trip planning and often carry it with them as a reference.

Digital Connect with your audience on Maine's primer snowmobile website at mesnow.com and via the MSA Facebook page. The MSA website is viewed by hundreds of people each week. Have your business logo displayed on the header of our home page or sponsor the Trail Report— with weekly updates of our 14,000+ mile trail system. The MSA Facebook page currently has 14,300+ followers. Submit your ad or link to your page and let us help you promote. Facebook ads are sold on a first come first served basis and will be launched on a weekly basis.



Official Publications of the Maine Snowmobile Association

PO Box 80, Augusta, Maine 04332 · 207-622-6983 · editor@mesnow.com



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2021/2022 Advertising Rates

The Maine Snowmobiler

Ad Size	Sept	Oct	Nov— March
Full Page	\$924.00	\$824.50	\$724.50 per issue
3/4 Page	\$607.53	\$507.53	\$407.53 per issue
2/3 Page	\$525.23	\$425.23	\$325.23 per issue
1/2 Page	\$381.13	\$281.13	\$181.13 per issue
1/3 Page	\$278.90	\$178.90	\$78.90 per issue
1/4 Page	\$245.28	\$145.28	\$45.28 per issue

- ◆ **Processed Color** additional \$150.00. Minimum ad size 32"
- ◆ **Inserts Available** — 8.5 x 11 maximum, call for pricing
- ◆ **MSA Business Members** received a **20% discount** on all Advertising
- ◆ **Classified Advertising** \$6 for first 20 words, additional words are 30¢ each. Classified ads are prepaid.

Ad Submissions: Press quality pdf with embedded fonts. Color ads must be CMYK. Live area is 10.25" wide x 11" deep. Five columns per page, single column width 1 7/8"

Snowmobile Maine Annual Guide

Ad Size	B/W	Color
Full Page — 6.25 x 9.5"	\$725.00	\$850.00
Half (horizontal or vertical) 6.75 x 4.75" or 3.25 x 9.5"	\$390.00	\$480.00
Quarter — 3.25 x 4.75"	\$225.00	\$300.00
Eighth— 3.25 x 2.25"	\$140.00	\$165.00
Sixteenth 1.5 x 2.25"	\$100.00	\$125.00

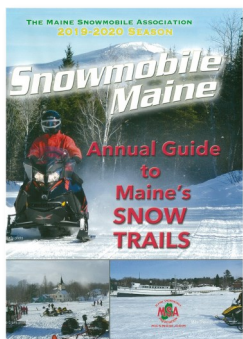
Advertising in the Maine Guide is generally placed according to region, but special requests for position can be honored on a first come-first served basis

Special group rates are available for chambers or commerce & tourism groups.

5% discount on all pre-paid advertisements



The Maine Snowmobiler is the official publication of the Maine Snowmobile Association with 7 editions.



Snowmobile Maine Guide is distributed through mail, Maine Tourism Association info centers, and at shows throughout New England.

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Please select your advertisement preference(s):

MSA Member Pricing (circle your choice)

Ad Size	Sept	Oct	Nov— March
Full Page	\$830.00	\$730.00	\$630.00 per issue
3/4 Page	\$554.38	\$454.38	\$354.38 per issue
2/3 Page	\$482.81	\$382.81	\$282.81 per issue
1/2 Page	\$357.50	\$257.50	\$157.50 per issue
1/3 Page	\$268.61	\$168.61	\$68.61 per issue
1/4 Page	\$239.38	\$139.38	\$39.38 per issue

MSA Non-Member Pricing (circle your choice)

Ad Size	Sept	Oct	Nov— March
Full Page	\$924.00	\$824.50	\$724.50 per issue
3/4 Page	\$607.53	\$507.53	\$407.53 per issue
2/3 Page	\$525.23	\$425.23	\$325.23 per issue
1/2 Page	\$381.13	\$281.13	\$181.13 per issue
1/3 Page	\$278.90	\$178.90	\$78.90 per issue
1/4 Page	\$245.28	\$145.28	\$45.28 per issue

For custom ad sizing please contact the MSA office for pricing.

editor@mesnow.com or 207-622-6983.

2021/2022 AD INSERTION ORDER

THE MAINE SNOWMOBILER

ADVERTISERS: Please complete the sections below:

Company Name On Ad _____

Advertiser or Agency Contact Name _____

Address _____

City _____

State _____ Zip _____

Direct Phone # _____ Ext. _____

Email _____

Total Ad Cost

Price per insertion if choosing Sept Issue \$ _____

Price per insertion if choosing Oct Issue \$ _____

Price per insertion Nov—March \$ _____ x _____ = \$ _____
of Issues

Color Advertisements \$150 x _____ # of issues \$ _____

Total \$ _____

Less 5% Prepay discount \$ _____

Total Due MSA \$ _____

Payment Information:

Ads must be paid in full 21 days prior to publication date.

Invoices will be emailed for each edition

Send Payment to:

Maine Snowmobile Association

7 Noyes Place

Augusta, ME 04330

Deadlines	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Ad Close Date	8/15	9/15	10/15	11/15	12/15	1/15	2/15
Publish Date	TBD	TBD	TBD	TBD	TBD	TBD	TBD

Advertiser Signature _____



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The Contribution of Snowmobiling to Maine's Economy was over \$606 million

In conjunction with the University of Maine and the Department of Agriculture, Conservation and Forestry an Economic Impact Study was conducted and proved what we at the MSA have known all along; Snowmobiling is a huge driving force behind Maine's economy.

During the 2018-2019 snowmobiling season, nearly 60,000 snowmobiles were registered in Maine by resident snowmobilers, and non-residents registered over 25,000 snowmobiles. Trip-related spending accounts for approximately \$209.5 million or about 46% of the total direct spending for the 2018-2019 season. Trip-related expenditures include gas/oil for a snowmobile, gas/oil for a tow vehicle, restaurant purchase, souvenirs, clothing purchased during the trip, and overnight accommodations. The greatest amount of direct spending in a single category was snowmobile purchases, which generated approximately \$132 million in direct spending.

The study also showed that the median income for residents was in the \$80,000-\$99,999/year bracket and the median income for non-residents was in the \$120,000-\$149,999 bracket.

Not only do our riders love winter they also enjoy the outdoors in all seasons with active involvement in ATVing, hunting, fishing, and hiking. Their interest in your region doesn't stop with the winter!

