



# New York SNOWMOBILER *Online*

**Make your company visible to over  
70,000 snowmobiling families!**

Your company's ad could be made visible to over 70,000 snowmobilers if you choose to advertise in **New York Snowmobiler *Online*** Magazine. Currently, New York Snowmobiler online is sent **monthly**, ten days after each Board of Directors' Meeting, to over 50,000 email addresses, and the numbers grow throughout the snowmobiling season.

**New York Snowmobiler *Online*** is the official publication of NYSSA, and is packed full of information on the latest news and issues. We include safety tips and a special page just for kids.



### **Consider These Facts About Our Membership:**

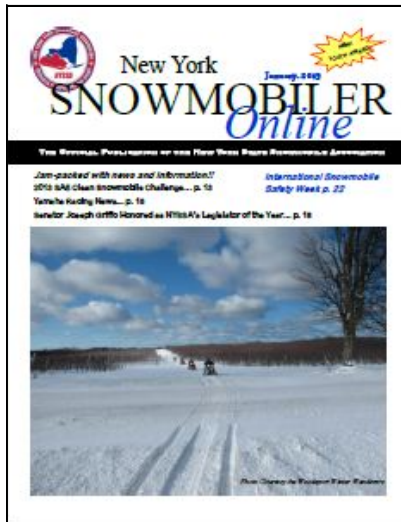
- New York is home to over 61,000 snowmobiling households.
- There are over 121,000 registered snowmobiles in New York State (2014-15).
- Most owners belong to a NYSSA affiliated snowmobile club (there are 232).
- New York's volunteers maintain over 10,500 miles of trail.

### **Buying Power:**

- The snowmobiling industry in New York State is a thriving billion-dollar business.
- Snowmobilers are active, lifestyle-oriented consumers who invest significant amounts of time and money in their chosen sport.

**Publication Schedule:** The NYSSA Online Magazine is published *eleven days after each NYSSA Board of Directors Meeting*. Meetings are usually the 1st Saturday of each month; but the schedule does change to accommodate holidays.

BOD Meeting Date (Saturday)	Ad & Editorial Deadline (Sun)	Publication Date (Weds)
May 2, 2015	May 10	May 13
SPECIAL ISC ISSUE	June 21	June 24
July 11	July 19	July 22
August 1	Aug 9	Aug 12
September 12	Sept 20	Sept 23
October 3	Oct 11	Oct 15 (due to holiday)
November 7	Nov 15	Nov 18
December 5	Dec 13	Dec 16
January 9, 2016	Jan 17	Jan 21 (due to holiday)
February 6	Feb 14	Feb 18 (due to holiday)
March 5	Mar 13	Mar 16
April 2	TBD	TBD



**Deadline:** Ads must be received by ad deadline above.

**Artwork and Photos:** Submit artwork or photos in .jpg or .gif format to [nysaoffice@nysnowmobiler.com](mailto:nysaoffice@nysnowmobiler.com). All copy is subject to NYSSA’s approval. The word “Advertisement” may be inserted with any copy which, in NYSSA’s opinion, resembles editorial matter. NYSSA reserves the right to reject any advertising not considered appropriate by NYSSA for publication.

**Positioning:** Positioning requests will be honored whenever possible, but final ad placement is at the discretion of the Editor.

**Payment:** Payment must be received prior to publication. Make

check payable to NYSSA and mail to the NYSSA Office, PO Box 1040, Pine Bush, NY 12566-1040. We can accept payment via PayPal and major credit cards - call for details.

No Agency Commission will be paid.









No contract is required; you may advertise in one issue, several, or all.

We accept all major credit cards:



## NY Snowmobiler Online Magazine - Ad Sizes and Rates

Size	Approximate Measurements (w x h)	Price
Full Page 	7 x 10 inches	\$800
Half page horizontal 	7 x 5 inches	\$450
Half page vertical 	3.25 x 10 inches	\$450
Quarter page - block 	3.25 x 5 inches	\$225
Quarter page – strip 	7.5 x 2.5 inches	\$225
 Business Card 1/8 page	3.25 x 2 inches	\$100