



THE SNOWPRO NEWSLETTER

The official newsletter of
THE PROFESSIONAL SKI INSTRUCTORS OF AMERICA
AMERICAN ASSOCIATION OF SNOWBOARD INSTRUCTORS
EASTERN DIVISION

Policies and Rates, Fiscal Year:
July 1, 2011 – June 30, 2012



Closing and Issuance Schedule (Published five times per year)

<u>ISSUE</u>	<u>AD CLOSING</u>	<u>DISTRIBUTION DATE</u>
Summer	June 24, 2011	Mid July
Early Fall*	August 19, 2011	Mid September
Fall*	October 14, 2011	Early November
Winter	December 16, 2011	Early February
Spring	April 13, 2012	Early May

*Includes PSIA-E / AASI event schedule.

DISTRIBUTION:	PSIA-E / AASI Membership	Eastern ski areas & snowsports schools
	PSIA / AASI Officials	Officials of other PSIA Divisions
	News media / Ski Writers	Other ski industry organizations

The average size of each issue is 40 pages. The average circulation of each issue is 11,500.

CLASSIFIED ADVERTISING POLICIES:

- * Classified ads must be prepaid.
- * Classified rate for MEMBERS is \$20.00 (minimum charge) for up to seven 36-space lines, and \$3.00 for each additional line. Maximum ad is 11 lines.
- * Classified rates for NON-MEMBERS are \$40.00 (minimum charge) for up to seven 36-space lines, and \$5.00 for each additional line. Maximum ad is 11 lines.

DISPLAY ADVERTISING POLICIES:

- * Display ads must be prepaid.
- * Ads must be submitted as grayscale. Adobe .pdf files or standard (.png, .jpg, .tif) graphic are preferred, with the correct dimensions. Microsoft Word and Publisher files will be accepted but are not recommended, as we cannot guarantee successful transfer of file formatting and layout. Please contact us to verify the format is acceptable, if you cannot send a preferred file type.
- * When submitting files electronically please attach order/contract, the native file, along with any necessary font files, and fax a hard copy of the ad to the attention of Jodi at (518) 452-6099. You may also submit ads via disk, accompanied by a camera-ready copy of the file. Camera-ready ads are subject to an additional charge.
- * Costs of any necessary layout or modifications must be prepaid by the advertiser.
- * Website Listings for display employment ads ONLY are available and priced below.
- * Submit ads to: Jodi Bedson, PSIA-E/AASI, 1-A Lincoln Ave, Albany, NY 12205 or **by e-mail to: jbedson@psia-e.org**.

Display Advertising Rates:

SIZE	PRICE	WIDTH X HEIGHT
1/12 pg	\$ 75	2.5" x 2.5"
1/8 pg	\$125	2.5" x 3.75"
1/6 pg	\$160	2.5" x 5.0"
1/4 pg	\$225	3.75" x 5.0" or 2.5" x 7.5"
1/3 pg	\$295	2.5" x 10.0" or 5.0" x 5.0" or 7.5" x 3.25"
1/2 pg	\$425	7.5" x 5.0" or 3.75" x 10.0"
2/3 pg	\$550	5.0" x 10.0" or 7.5" x 6.63"
3/4 pg	\$600	7.5" x 7.5"
Full	\$750	7.5" x 10.0"

Multiple Issue Discount Rates:

(To qualify for discount, must be in same season)
 1. Summer, 2. Early Fall, 3. Fall, 4. Winter, 5. Spring
 4 Issues 10%
 All 5 issues 15%

- * Inserts, colors, special placement or arrangements, and other variations quoted upon request.
- * All advertising material must be in the PSIA-E/AASI office by the closing date.
- * No ad cancellations will be accepted after the closing date.
- * All advertising material must be approved by PSIA-E/AASI.

ALL DATES, RATES & POLICIES ARE SUBJECT TO CHANGE WITHOUT NOTICE.