



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, 2019 – June 30, 2020

ISSUE

Fall*
Winter
Spring*

AD CLOSING DATE

October 18, 2019
January 3, 2020
April 17, 2020

TARGET DISTRIBUTION

November 2019
Early February 2020
May 2020 (digital only)

*The Spring issues will be an “online only” publications. As such, it will be created in full color and distributed online via our website, and all PSIA-AASI Eastern Division social media outlets.

*The Fall issue includes the Eastern Division event schedule.

DISTRIBUTION:

PSIA-AASI Eastern members
PSIA-AASI officials
News media / Ski writers

Eastern ski areas & snowsports schools
Other PSIA division officials
Other ski industry organizations

The average size of each issue is 32 pages. The average circulation of each issue is 10,500.

CLASSIFIED ADVERTISING POLICIES:

- * Classified ads must be prepaid.
- * The maximum ad size is 11 lines.
- * The rate for MEMBERS is \$35.00 (minimum charge) for up to seven 36-space lines, and \$3.00 for each additional line.
- * The rate for NON-MEMBERS is \$70.00 (minimum charge) for up to seven 36-space lines, and \$5.00 for additional lines.

DISPLAY ADVERTISING POLICIES:

- * Display ads must be prepaid.
- * **Ads for printed issues must be submitted as grayscale.** Ads for Spring can be full color. 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 James at **(518) 452-6099**.
- * Costs of any necessary layout or modifications must be prepaid by the advertiser.
- * Ad placement requests for display ads will be considered, however positioning is not guaranteed and is subject to the sole discretion of the layout editor.
- * Submit ads and contracts to: James Friedman, PSIA-AASI Eastern Division, **by e-mail to: ads@psia-e.org**.

Display Advertising Rates:

SIZE	PRICE	WIDTH X HEIGHT
1/12 pg	\$150	2.5" x 2.5"
1/8 pg	\$200	2.5" x 3.75"
1/6 pg	\$225	2.5" x 5.0"
1/4 pg	\$300	3.75" x 5.0" or 2.5" x 7.5"
1/3 pg	\$375	2.5" x 10.0" or 5.0" x 5.0" or 7.5" x 3.25"
1/2 pg	\$500	7.5" x 5.0" or 3.75" x 10.0"
2/3 pg	\$650	5.0" x 10.0" or 7.5" x 6.63"
Full	\$850	7.5" x 10.0"

Multiple Issue Discount Rates:

(To qualify for discount, must be in same season)
1. Fall, 2. Winter, 3. Spring
All 3 Issues 10%

- * All advertising material must be approved by PSIA-AASI Eastern Division.
- * Inserts, colors, special placement or arrangements, and other variations quoted upon request.
- * All advertising material and payment must be submitted to PSIA-AASI Eastern Division by the closing date.
- * No ad cancellations will be accepted after the closing date.

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

WE HEREBY RESERVE THE RIGHT TO PUBLISH ANY ISSUE AS AN “ONLINE ONLY” VERSION.