



TARGET MARKETING For Snowmobilers in New England!



Enclosed please find the 2023 media kit for *Snowmobile Vermont* magazine, the official publication of the **Vermont Association of Snow Travelers**.

Snowmobile Vermont features engaging editorial, current industry and club event coverage and a strong commitment and focus on human interest and lifestyle stories related to the snowmobile industry in Vermont. It is VAST's mission that *Snowmobile Vermont* magazine engages members and readers with the culture and lifestyle of snowmobiling in our state.

As a valuable resource for avid and committed riders planning their winter adventures, *Snowmobile Vermont* puts your business literally in the hands of one of Vermont's most precious tourism asset. Copies are mailed directly to owners of over 24,000 snowmobiles and are also distributed throughout Vermont Welcome Centers, select Regional Chambers of Commerce, on newsstands in select Vermont country stores, in rooms at Vermont lodgings, restaurants and at snowmobile and powersports dealerships throughout Vermont and New England.

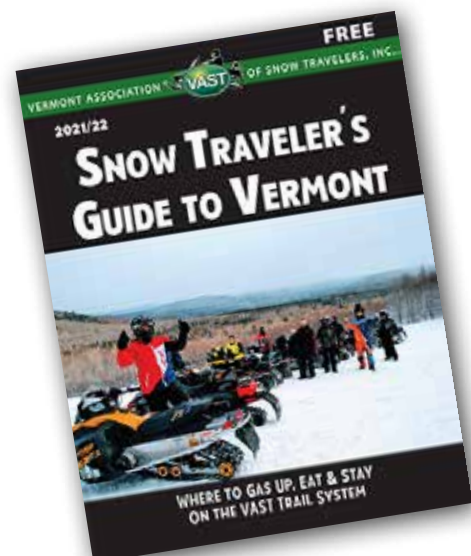
In addition to the printed magazine, we offer an online e-edition version on our website. This digital edition includes live advertiser links with direct access to your business with a click.

Our annual publication, The Snow Traveler's Guide, is available at Interstate Welcome Centers, businesses, restaurants and lodgings throughout Vermont in addition to **trade show distribution in six states***. This annual guide is a resource for all snowmobilers looking to stay, eat and play in our state. This guide delivers riders directly to your business with an ad and free listing for on-the-trail businesses who offer particular amenities (food, gas or lodging).

I look forward to delivering on your investment, answering questions and hearing your feedback.

Sincerely,

Beth Flint, Technology & Media Manager
beth@vtvast.org
(802) 229-0005 x16
26 Vast Ln., Barre, VT 05641





Snowmobile Vermont magazine is the official publication of The Vermont Association of Snow Travelers and is published three times a year with an additional supplement publication, the "Snow Traveler's Guide to Vermont."

Print Deadlines

Issue	Deadline	Mail
Traveler's Guide	Aug. 15	Sept. 22
Early Winter '22	Nov. 15	Dec. 15
Winter '23	Jan. 15	Feb. 16
Late Winter '23	Mar. 15	April 18

Questions?

Beth Flint
Technology & Media Manager
(802) 229-0005 x 16
advertising@vtvast.org

www.vtvast.org

Snowmobile VERMONT

2022/23 ROP Rates

* Rates reflect a per issue insertion

Premium Pages	1-2X	3X	4X
Premium Back Cover	\$2,250	\$1,900	\$1,500
Premium Inside Covers	\$2,000	\$1,700	\$1,200

Size			
Full page	\$1,650	\$1,350	\$1,000
2/3 page	\$1,350	\$1,100	\$950
1/2 page	\$1,100	\$910	\$800
1/3 page	\$800	\$660	\$600
1/6 page	\$600	\$460	\$400
1/12 page square	\$350	\$265	\$200

Lodgings, Dining & Real Estate

Size	1-2X	3X	4X
Full page	\$1,500	\$1,350	\$1,000
1/2	\$875	\$820	\$700
1/4	\$475	\$410	\$350
1/8	\$275	\$230	\$175



Marketplace Rates

Small economy ads in the back of the magazine

Marketplace Rates

Size	1-2X	3X	4X
Platinum (1.688 w x 4.75 h)	\$210	\$185	\$160
Gold (1.688 w x 3.532 h)	\$150	\$135	\$120
Silver (1.688 w x 2.323 h)	\$110	\$95	\$80
Bronze (1.688 w x 1.094 h)	\$85	\$70	\$60





Distribution & Demographics

Snowmobile Vermont has FREE distribution to:

- Over 24,000 VAST Member Homes in 8 States & Canada
 - Powersports tradeshows in MA, ME, NH, PA & NY
 - VT Interstate Rest Areas and Welcome Centers
- Powersports Dealerships in 4 New England States
- Restaurants, Lodgings, Gas Stations, Country Stores on our 5,000-mile trail system
 - Online E-edition Distributed Via Facebook, Website and 15,000+ Member Email addresses

Snowmobile Vermont Readers

48% of readers live out-of-state and travel here throughout the year. They invest in new & used snowmobiles, lodging, restaurants, gasoline, industry specific items, gear and parts, second homes and Vermont-made products.

63% of readers ages 35-64 have household incomes over \$100,000 and contribute to Vermont's \$650 million dollar snowmobile industry.

***Snowmobile Vermont* readers lead active lives. In the off months they ride ATVs, float boats, ride motorcycles and invest in the diversity of Vermont's adventures.**



Ad Submission Spec Sheet

Preferred File Format–PDF

We prefer press-ready PDF files–**WITHOUT CROP MARKS**–with fonts and all links embedded. Please include a 0.25" bleed when needed on full page bleed ads. Images must be in CMYK format and at a resolution of 300 dpi at actual print size. Export or Optimize PDF files with a Press Quality setting.

We do not support Illustrator PDF's due to their instability.
Supporting Images: TIFF and EPS to the following minimum resolution specifications:
Lineart (Bitmap) images at 1200 dpi
Grayscale / Color images at 300 dpi
Combination Grayscale and Color Images at 600 dpi

Ad Layout

Regardless of the format supplied, all ads must conform to the following:

- Final full size ads must meet journal trim size and include 1/8" bleed image on all four sides minimum.
- No content is to be within 1/4" of trim size.
- All fonts & graphics must be either embedded or included with the files and conform to the specifications above for minimum image resolution.
- All color ads need to be supplied as composite files.
- Embedded images should not be scaled, cropped, masked or rotated within the page layout application, but instead should be manipulated in Photoshop and then imported into the page layout program at the proper size and position.
- DO NOT nest EPS files within EPS files!
- All lines and lineart images should be a minimum of 1/4 pt. thickness at final size to reproduce effectively on press.

Color Space

All color images and files are to be supplied in CMYK and color space with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image.

Spot colors are to be identified as the correct PMS number and not a custom color such as "PMS Dark Blue."

PMS colors will be converted to process unless specified otherwise. When using both line art and layout programs be sure to use the same PMS naming in both applications. (e.g., PMS 201CV and PMS 201CVC would generate two plates).

Please send completed ads to advertising@vtvast.org.

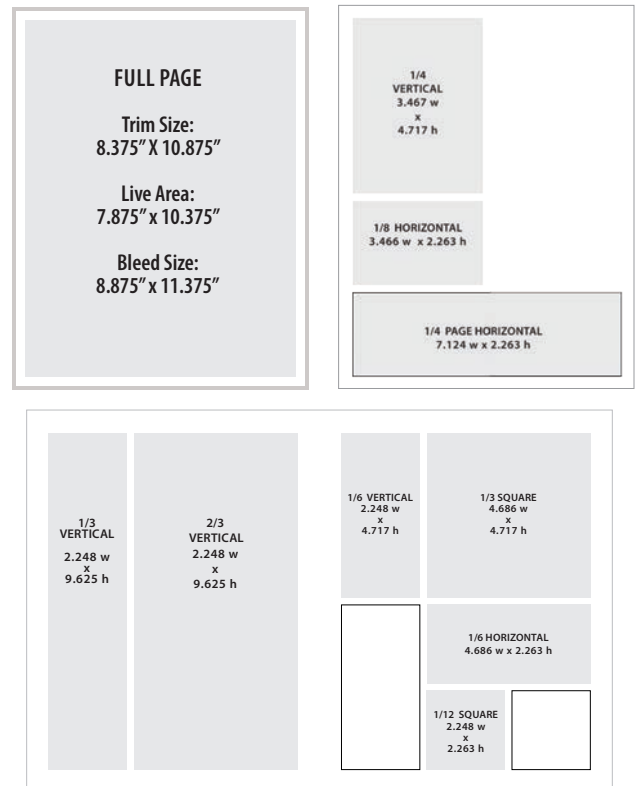
Questions?

Beth Godin, Media Manager
(802) 229-0005 x 16
beth@vtvast.org



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Snowmobile VERMONT MAGAZINE



Ad Sizes

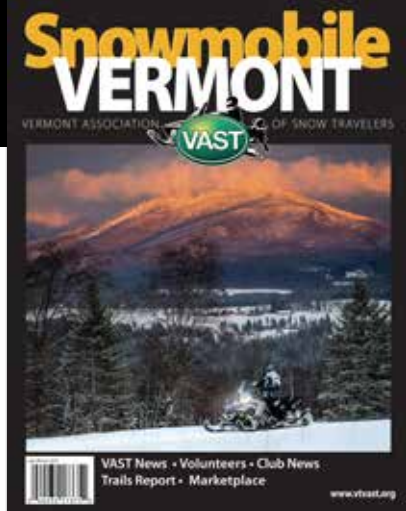
inches w x h

Two page spread, bleed	17.25 x 11.375
Full page, bleed	8.375 x 10.875
2/3 vertical	4.686 x 9.625
1/2 page island	4.686 x 7.169
1/2 page horizontal	7.124 x 4.717
1/3 page vertical	2.248 x 9.625
1/3 page square	4.686 x 4.717
1/4 page vertical	3.467 x 4.717
1/4 page horizontal	7.124 x 2.263
1/6 page horizontal	4.686 x 2.263
1/6 page vertical	2.248 x 4.717
1/8 page horizontal	3.466 x 2.263
1/12 page square	2.248 x 2.263

• Please do not add crop marks or printer marks to PDFs.

• All images must be in CMY format and at a resolution of 300 dpi at actual print size.

• Bleed add 0.125 minimum



2022/23 Advertising Insertion Order

Business Name _____ Contact Name _____
Mailing Address _____ Phone _____
_____ Email _____
Town, State & Zip _____ Website _____

Issue	Size	Cost <small>(Varies based on # of issues. See Rate Card)</small>	Note/Special Instructions
Traveler's Guide '22/23	_____	_____	_____
Early Winter '22	_____	_____	_____
Winter '23	_____	_____	_____
Late Winter '23	_____	_____	_____

All ads are accepted based on the assumption that the advertiser or agency is authorized to place advertisements. VAST shall not be liable for any claims based on contents or subjects of advertisements. VAST assumes that an advertiser has secured the right to use any photographic images contained in an ad, as well as the consent of any person(s) who may be pictured. VAST is not liable for any costs or damages if for any reason VAST fails to publish an advertisement, nor responsible for errors in ads that are provided to the VAST as "camera ready". All advertising material is subject to approval and placed at the discretion of the VAST. VAST reserves the right to reject or cancel any advertising for any reason at any time, without liability. Advertisers and their agencies are jointly and severally liable for payment of advertising space ordered and published, production charges, and any collection or legal costs incurred. I acknowledge and accept these terms and conditions.

VAST encourages advertisers to take advantage of our prepayment discount of 5%. Further, we remind VAST advertisers that our standard terms are net 30 days and all balances must be satisfied before an insertion order is placed in a future issue.

Authorized Signature _____ Date _____

☐ Bill Me ☐ Check

Prepay NOW and take and additional 5% off!

☐ Credit Card ☐ Charge Total Contract \$ _____ ☐ Charge Per Issue \$ _____

Credit Card _____ Exp _____ CCV Code _____

Name on Card _____

Email completed insertion order to: advertising@vtvast.org

Or mail to: Snowmobile Vermont magazine, 26 Vast Lane, Barre, VT 05641 • Fax: 802-223-4316