

KEYSTONE SNOWMOBILER

Advertising Rates

BASE RATE PER MONTH SEVEN DIGITAL ISSUES SEPTEMBER - MARCH

Full Page - \$500

1/2 Page - \$300

1/4 Page - \$200

AD SIZES

Full Page
10" wide x 13" high

1/2 Page Vertical
5" wide x 13" high

1/2 Page Horizontal
10" wide x 6.5" high

1/4 Page Vertical
5" wide x 6.5" high

1/4 Page Horizontal
10" wide x 3.25" high

Advertise in all seven digital issues and receive a 10% discount if paid in full.

PREMIUM ADDITIONS

FULL PAGE ADVERTISER RECEIVES:

*Banner ad placement in
Keystone Snowmobiler monthly
E- Newsletter
Website Recognition
Facebook Thank you*

1/2 PAGE PAGE ADVERTISER RECEIVES:

*Website Recognition
Facebook Thank you*

1/4 PAGE ADVERTISER RECEIVES:

Facebook Thank you

AUDIENCE SIZE

Monthly Digital Magazine and
E-Newsletter distribution : 3,100

Website Traffic: 48,000 Annual
Sessions/26,000 Users

Facebook Audience: 11,815



KEYSTONE SNOWMOBILER

Editorial Calendar

EDITORIAL CALENDAR

Keystone Snowmobiler
Newsletter will run 12
months a year and cover a
variety of issues of interest
to snowmobilers in
Pennsylvania

Keystone Snowmobiler
Digital Magazine will run
seven months per year from
September to March

ADDITIONAL INFORMATION

DEADLINE: 20TH OF THE MONTH

- Camera ready ads must be error free
- Design services may be provided for a fee
- All content of advertisers are subject to publishers approval
- Positioning of advertising is at the discretion of the publisher
- Cancellations and changes will not be accepted after deadlines
- Advertiser agrees to all terms and conditions as outlined at pasnow.org/rate-card

CONTACT US

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