

GO SNOWMOBILING ONTARIO!

\$450* GETS YOU SO MUCH!

Attractive, full colour 1/16th page advertisement in 2 issues of GO SNOWMOBILING ONTARIO MAGAZINE!



*One-time \$45 additional charge if ad creation is required



OR

\$795* UPGRADE & GET MORE VALUE!

Double the size but NOT double the price! You get this attractive and effective advertisement in both issue of GO SNOWMOBILING ONTARIO MAGAZINE!

KEARNEY RICKWARDS SMALL MOTORS INC.

SNOWMOBILES, ATVs & RANGERS

SALES & SERVICE!



TERRAIN DOMINATION
POLARIS

FREE PARKING AVAILABLE!

T: 705.636.1596
www.RICKWARDS.com
1914 HWY #518E, Kearney, ON P0A 1M0



FREE posting of press releases on supertraxmag.com if emailed to Supertrax with editorial and photo!

MEDIA KIT 2020 2021

GOOD THINGS GO IN ONTARIO

+ TIME FOR A CHANGE!

As the official publication of the OFSC, the cost to reach the Ontario snowmobiling marketplace is the most affordable and unbelievably economical option with Go Snowmobiling Ontario Magazine!

+ YOU CAN AFFORD TO ADVERTISE AGAIN!

We've dug deep to significantly reduce the cost to advertise in the Go Snowmobiling Ontario Magazine. We listened and you told us it had become too expensive to reach OFSC Permit Buyers.

+ ALL THIS FOR SO LITTLE JING?

Go Snowmobiling Ontario Magazine is read by over 200,000 people every issue!



2 INFORMATIVE ISSUES

PLACED IN-SEASON & IN-MARKET



OVER 50,000 SERVED

THE OFFICIAL PUBLICATION OF THE ONTARIO FEDERATION OF SNOWMOBILE CLUBS!



C.P.M.

COMMUNICATING POWERFUL MESSAGES THAT RESONATE WITH YOUR TARGET AUDIENCE

PRINT MAGAZINE

+ FULL COLOUR RATES

FREQUENCY	1X	2X
DOUBLE PAGE SPREAD	\$11,975	\$ 9,975
FULL PAGE	\$ 6,575	\$ 5,575
1/2 PAGE (V OR H)	\$ 4,275	\$ 3,725
1/3 PAGE (V OR H)	\$ 2,775	\$ 2,250
1/6 PAGE (V OR H)	\$ 1,225	\$ 950

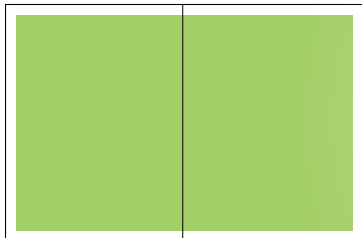
+ ISSUE & CLOSING DATES

ISSUE	CLOSING	MATERIALS DUE
Vol 13#1	Sept. 17, 2020	Sept. 25, 2020
Vol 13#2	Oct. 16, 2020	Nov. 09, 2020

+ PRODUCTION CHARGES

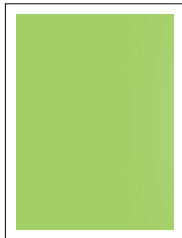
Don't have an existing advertisement produced but want to take advantage of Supertrax International Magazine to grow your sales? No worries...Let our art department turn your ideas into an effective ad for you. Advertisements requiring preparation by Supertrax Magazine are competitively priced and are available on special request basis. Please contact us for details.

+ ADVERTISEMENT SPECIFICATIONS



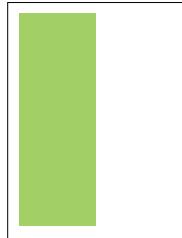
DOUBLE PAGE SPREAD

Live Area: 15.25 x 9.75"
Trim: 16.25 x 10.75"



FULL PAGE

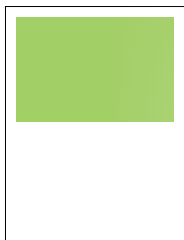
Live Area: 7.125 x 9.75"
Trim: 8.125 x 10.75"



1/2 PAGE V

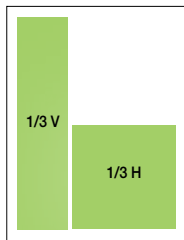
Live Area: 3.48 x 9.6"
Trim: 3.98 x 10.75"

ADDITIONAL SPECS: Include **0.125" bleed** on all sides and **crop marks**.



1/2 PAGE H

Live Area: 7.125 x 4.71"
Trim: 8.125 x 5.21"

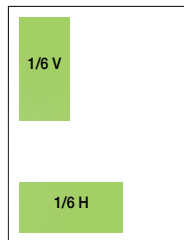


1/3 PAGE V

Live Area: 2.26 x 9.6"
Trim: 2.76 x 10.75"

1/3 PAGE H

4.7 x 4.7"

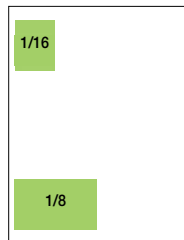


1/6 PAGE V

2.275 x 4.7"

1/6 PAGE H

4.7 x 2.275"



1/8 PAGE

3.75 x 2.31"

1/16 PAGE

1.81 x 2.31"

+ TERMS

PRICING: Prices indicated are per issue based on frequency. Agency Commission & Cash Discount: 15% commission to accredited advertising agencies.

TERMS:

2%, Net 10.

INSERTS:

Rates available on request.

+ CIRCULATION

Approximately 50,000 copies per issue (mailed to entire OFSC Permit Buyers).

SUPERTRAXMAG.COM

+ THE POWER OF SUPERTRAXMAG.COM

SUPERTRAXMAG.COM features exclusive to the web editorial reviews on snowmobiles as well as news, rumors, technical tips and inside information using the same formula that has made Supertrax International Magazine so successful at integrating sponsor messaging into every corner.

Visitors will also find streaming video, polls, an events calendar and other useful tools.

SUPERTRAXMAG.COM generates up to **300,000** page views monthly.

A weekly eBlast distributed in-season is delivered to the inboxes of more than **35,000** snowmobile owners!

+ STREAMING VIDEO

This year supertraxmag.com has been using streaming video clips from SnowTrax Television to boost user traffic. These clips are directly tied to the editorial content of both the magazine and the website and provide exciting action and secondary opinion on the snowmobiles and products we feature. As more users equip themselves with high speed web service in their homes, the demand for video has grown significantly. It's as simple as a "click" and supertraxmag.com visitors are instantly on board the latest sled and experiencing the excitement and adventure of riding it.

+ SPONSORSHIP OPPORTUNITIES AVAILABLE

Leaderboard Banners: Seen on every page at the very top, under our logo.

Standard Banners: Positioned above page articles running on every viewable page of the website.

Skyscraper banners: Down the left and right columns at 120 pixels wide and 600 pixels high.

Mini Banners: Animated banners that continuously loop your message are highly visible on every viewable page of the website.

Supertrax International Magazine eBlast: Sponsorship opportunities are available for this unique method of reaching thousands of enthusiasts each week with your message.

Acceptable Banner Formats: Flash, animated GIF, tags.

+ SUPERTRAXMAG.COM WEB BANNERS

LEADERBOARD	728 x 90 pixels
STANDARD	468 x 60 pixels
SKYSCRAPER	120 x 600 pixels
MINI	120 x 60 pixels

Pricing is based upon availability. Custom programs are available upon request. All banners rotate on page load.

+ CONTACT OUR SALES REPRESENTATIVE FOR MORE DETAILS AND PRICING.