

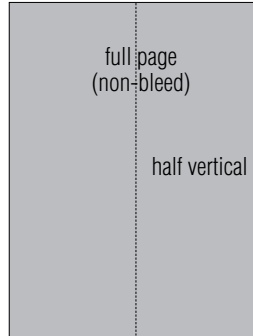
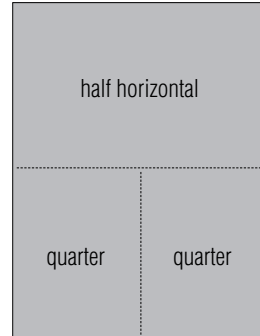
## PROGRAM ADVERTISING OPPORTUNITIES

The Swift Diamond Riders' SnoDeo started in 1993 and has grown to attract more than 7,500 snowmobile enthusiasts from all over New England and Southern Québec each year. You can reach this active snowmobiling audience by advertising in the official SnoDeo Program.

### WHAT IS IT?

The Program is a full-color pocket-sized guide to the event that will be distributed to attendees over the two days. It will not only have advertising, but also event- and snowmobile-specific content.

### ADVERTISING SIZES AND RATES



Full Page (non-bleed)	4" x 5.25"	\$ 386
Half Page, Horizontal	4" x 2.5"	\$ 192
Half Page, Vertical	1.875" x 5.25"	\$ 192
Quarter Page	1.875" x 2.5"	\$ 96
Back Cover (full-bleed)	4.25" x 5.5"	\$ 772
Inside Covers (full-bleed)	4.25" x 5.5"	\$ 515

### PAYMENTS & CLOSING DATE

Payment and ad materials must be received by December 31, 2011. PLEASE NOTE: A 10% service charge will be applied for returned checks (\$50 maximum fee).

### FINAL ADS & QUESTIONS

Please submit your ad and any technical questions regarding ad preparation to [ads@nhsnodeo.com](mailto:ads@nhsnodeo.com).

### CONTRACT REGULATIONS & LIABILITY

*The Swift Diamond Riders reserve the right to reject any and all advertising. All advertising is subject to Club's approval and agreement by the advertiser to indemnify and protect the Club from loss or expense on claims and suits based on subject matter of such advertisements. No cancellations will be accepted after closing date.*

*The Club assumes no liability for errors in key numbers nor, for any reason, the omission of an advertisement. Liability for errors for which the Club may be found legally responsible cannot exceed the cost of the space.*

### CAMERA READY REQUIREMENTS

Advertising rates are based on receiving materials electronically. Please be sure your ad meets these requirements or additional production charges may apply.

- PDF files are preferred. PDFs MUST be created in Acrobat 5.0 or later. Be sure to save your file with all fonts embedded, as a CMYK file at a minimum resolution of 300 dpi. Those ads not provided as PDFs must be created in Adobe InDesign only. Files created on applications other than InDesign will not be accepted and MUST be converted to PDF format.
- Set up documents to final size for output.
- Do not compress linked graphic files when preparing final high resolution PDF.
- Please use advertiser name when naming file.
- ADS ARE IN FULL-COLOR; All files must be converted to CMYK, not RGB. Black text should be in percentages of K (black), not gradients of CMYK.
- Scan all photos and art at 300 dpi resolution minimum. (Images from web sites are not high-resolution)
- Include all fonts when creating final InDesign file. Do not stylize fonts, use the actual italicized or bold font.
- When sending an InDesign file, archive your ad, fonts and photos/art in one file (zip and sit accepted).

### PRODUCTION CHARGES

Additional production work including (but not limited to) typesetting, scanning, or resizing will be charged to the advertiser at a rate of \$60/hour.

### PARTICIPATION DEADLINE

All advertisers must submit this form by December 31, 2011, in order to be included in the 2012 Swift Diamond Riders' SnoDeo Program. Any and all ad materials are due by December 31, 2011. Please email all ads to [ads@nhsnodeo.com](mailto:ads@nhsnodeo.com).

I would like to advertise in the 2012 Swift Diamond Riders' SnoDeo Program at the following level: [please check one]

Full Page     1/2 Page (H)     1/2 Page (V)     1/4 Page     Back Cover     Inside Cover

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

I understand that this serves as my contract with the Swift Diamond Riders' SnoDeo and I will be billed for the ad rate I have selected above.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Mail completed form and your payment (payable to South End Media) to:

The Swift Diamond Riders' SnoDeo | c/o South End Media | P.O. Box 10131, Concord, NH 03301 | p: 603-228-4243 | f: 603-228-0666 | [info@nhsnodeo.com](mailto:info@nhsnodeo.com)