

MOD-STOCK

Since 1991

Mod-Stock Buyers Guide

There is still no other publication that offers the number of snowmobile aftermarket products as what you'll find in Mod-Stock. Plus we give an exclusive look at the SnoWest Project Sled, our personal pet project where we get to add some of the sweetest aftermarket products on the planet.

Reach buyers at the right time

Mod-Stock reaches readers at a critical buying time: October / November

Reach buyers who modify their sleds

86% of Mod-Stock readers modify their stock sled.

38% spend \$100-\$500

56% spend over \$500

Mod-Stock

- Engines
- Clutching
- Pipes & Silencers
- Suspension
- Chassis
- Miscellaneous, i.e., skis, etc.



TOTAL READERSHIP	78,268*
Subscribers	14,765
Newsstand	20,429
	(48% avg sell through)
Online Unique Viewers	1,475
Bulk/Dealer	1,865
Advertisers	450
*2.8 readers per copy	

MAGAZINE	ISSUE	SPACE DEADLINE	MATERIAL DEADLINE	MAIL DATE	EDITORIAL CALENDAR
Mod-Stock	Annual	30-Sep-11	14-Oct-11	15-Nov-11	Ultimate buyer's guide for snowmobile aftermarket products; Mod-Stock is printed as part of December SnoWest for delivery.

*Dates are subject to change without notice

AD RATES

	BLACK/WHITE			FOUR COLOR	
	1x	2x		1x	2x
Full page	4670	4553	Full page	5940	5792
Two Thirds-page	3222	3142	Two Thirds-page	4099	3996
Half Vertical-page	2755	2686	Half Vertical-page	3505	3417
Half-page	2475	2413	Half-page	3148	3070
Third-page	1681	1639	Third-page	2138	2085
Quarter-page	1308	1275	Quarter-page	1663	1622
Sixth-page	920	897	Sixth-page	1170	1141
Eighth-page	724	706	Eighth-page	921	898
Twelveth-page	528	515	Twelveth-page	671	654
Twenty Fourth-page	336	328	Twenty Fourth-page	428	417
Covers 2nd and 3rd	4904	4781	Covers 2nd and 3rd	6237	6081
Spread	9340	9107	Spread	11880	11583
			Back cover	6534	6371

AD SPECS

Materials MUST be submitted in electronic format.

If you need assistance in this matter, please contact your sales rep.

Following are guidelines in supplying your materials:

PHOTOS: Tiff preferred, EPS acceptable. All files RGB. Never CMYK. All photos should be provided at 350 dpi. Internet Web photos at 72 dpi are not acceptable for print media. Artwork: Adobe Photoshop, Adobe Illustrator (Mac, PC) all text converted to outlines.

ADS: InDesign; NO PageMaker. Include ALL fonts (printer and screen). Also send all artwork and photos. All files must be CMYK. No RGB. High-resolution (350 dpi) PDF files are also acceptable. Two color ad material must be supplied as four color process. Magazines are printed at 175 line screen.

MEDIA SUPPORTED: CD, DVD, e-mail, FTP. Contact your account executive for e-mail and FTP address. Harris Publishing, Inc. is not responsible for electronic files that print incorrectly due to problems with your file. We reserve the right to substitute fonts in such cases where the fonts are not supplied with the ad file. Fonts will be chosen to match as closely as possible.

COMMISSIONS: 15 percent to recognized agencies for agency-supplied ads. Note: Publisher will charge for additional make-ready costs, including layout, typesetting and scans. Production will be billed at cost. Publisher will not honor advertising agency's 15 percent commission if any account remains unpaid for 90 days. Inserts/Polybag/Direct Mail/List Rental: Visit with your account executive for details and pricing. Advertiser Online provided for all advertisers.

TERMS & CONDITIONS: Print cancellations not accepted after closing date. Online cancellations can be made anytime subject to short rate and per-day adjustments. All advertisements are subject to acceptance by publisher and the advertising contract is therefore deemed to have been entered into in Idaho Falls, Idaho, and governed by the laws of the State of Idaho. Both publisher and advertiser consent to that jurisdiction. Orders are accepted subject to the terms and provisions of our current Advertising Rate Card, which will prevail in case of any inconsistency or conflict with advertiser's order.

- Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
- Publisher is not responsible for the content of advertisements nor for claims arising from contents of advertisements.
- Publisher will not honor advertising agency's 15 percent commission if any account remains unpaid for 90 days.
- Should any monies required to be paid hereunder not be paid as set forth in the invoice, the advertiser shall pay publisher, in addition to the monies owed, a delinquent charge equivalent to the maximum legal rate of interest and expenses of collection including attorney's fees.
- Should reproduction materials for scheduled advertisement fail to arrive by deadline date, publisher reserves the right to repeat most recent material on hand.

PAGE DIMENSIONS

Trim Size	8 x 10.75
Live Area Full Page	7.0625 x 10
Live Area Two-Page Spread	15.125 x 10
Full Page w/Bleed Size	8.25 x 11
Spread w/Bleed Size	16.25 x 11
Binding Method	Saddle Stitched

SnoWest Magazine, c/o Harris Publishing, Inc.

360 B Street, Idaho Falls, ID 83402
 tel: 208-542-2211 - fax: 208-522-5241
 E-mail: gm@snowest.com
 Web Site: www.snowest.com
 FTP Site: ftp.harispublishing.com. Please contact your account representative for login, password and additional information.

AD DIMENSIONS

Two-Page Spread	15.125 x 10
Full Page	7.0625 x 10
2/3 Page Vertical	4.667 x 10
1/2 Page Horizontal	7.083 x 4.833
1/2 Page Vertical	4.667 x 7.333
1/3 Page Rectangular	4.667 x 4.833
1/3 Page Horizontal	7.083 x 3.167
1/3 Page Vertical	2.25 x 10
1/4 Page Horizontal	4.667 x 3.625
1/6 Page Horizontal	4.667 x 2.333
1/6 Page Vertical	2.25 x 4.833
1/8 Page	2.25 x 3.625
1/12 Page	2.25 x 2.333
1/24 Page	2.25 x 1.083

