

MOD-STOCK

Since 1991

Mod-stock: the most informative, sales generating, snowmobile buyers guide in the industry!

Reach buyers at the right time

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

Reach buyers who modify their sleds

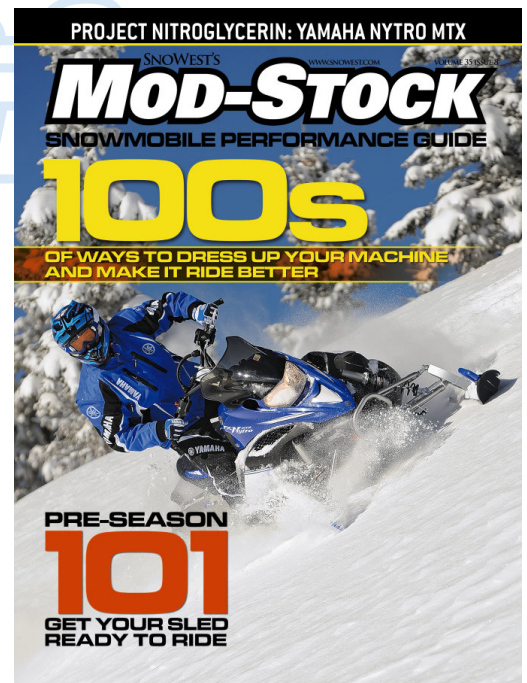
86% of Mod-Stock readers modify their stock sled.

38% spend \$100-\$500

56% spend over \$500

Mod-Stock

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



Internal Audit December 2008

Subscribers	16,730
Controlled	5,007
Single Copy Sales	6,216
Advertisers	551
Bulk/Show	4,117
Total	32,621

MAGAZINE	SPACE DEADLINE	MATERIAL DEADLINE	MAIL DATE	EDITORIAL CALENDAR
Mod-Stock	9/11/09	9/25/09	10/26/09	Buyer's Guide for sled products any snowmobile junkie would love to have. <i>SnoWest</i> project sled 2009 Yamaha Nytro MTX, tech tips.

*Dates are subject to change without notice

	BLACK/WHITE		FOUR COLOR	
	1x	2x	1x	2x
Full page	4670	4553	5940	5792
Two Thirds-page	3222	3142	4099	3996
Half Vertical-page	2755	2686	3505	3417
Half-page	2475	2413	3148	3070
Third-page	1681	1639	2138	2085
Quarter-page	1308	1275	1663	1622
Sixth-page	920	897	1170	1141
Eighth-page	724	706	921	898
Twelveth-page	528	515	671	654
Twenty Fourth-page	336	328	428	417
Covers 2nd and 3rd	4904	4781	6237	6081
Spread	9340	9107	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: QuarkXpress 5.0 and 6.0; 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

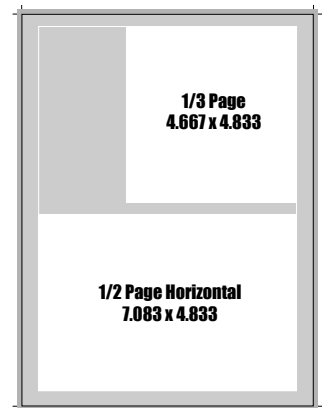
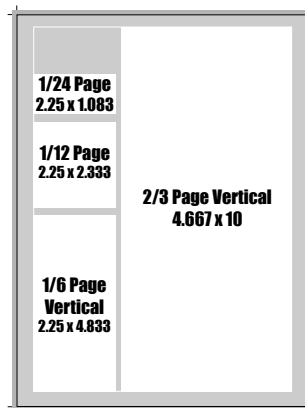
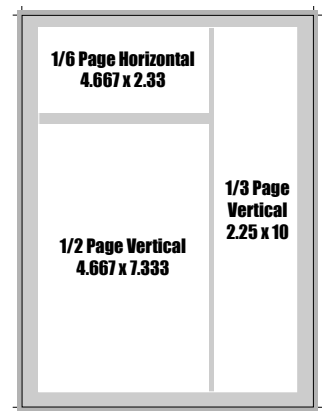
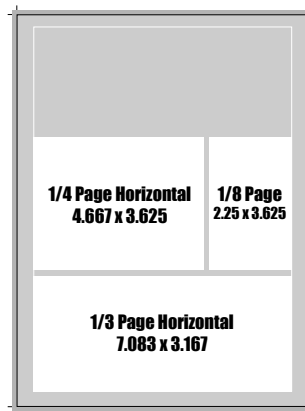
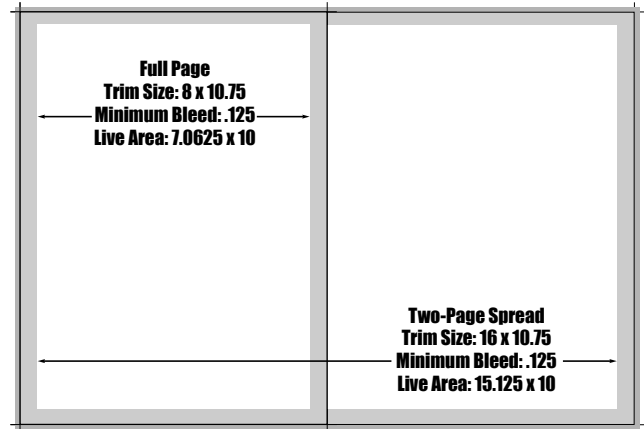
Trim Size	8 x 10.75
Live Area Full Page	7.0625 x 10
Live Area Two-Page Spread	15.125 x 10
Full Page w/Bleed Size	8.25 x 11
Spread w/Bleed Size	16.25 x 11
Binding Method	Saddle Stitched

SnoWest Magazine, c/o Harris Publishing, Inc.

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 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



MAGAZINE

ISSUE

SPACE
DEADLINEMATERIAL
DEADLINEMAIL
DATEEDITORIAL
CALENDAR

SnoWest	September	10-Jul-09	24-Jul-09	26-Aug-09	Standout new features from the 2010 snowmobiles, mountain snowmobile buyer's guide, tech tip, travel feature, trailer buyer's guide, product reviews, preview of SnoWest's Idaho Snowmobile Show.
SnoWest	October	7-Aug-09	21-Aug-09	24-Sep-09	Snowmobile reviews - 800cc and 4-stroke mountain sleds, travel feature, tech tip, a ladies perspective, product review, preview of SnoWest's InterMountain Snowmobile Show.
SledHeads	October	21-Aug-09	4-Sep-09	6-Oct-09	Helmet Guide, Lifestyle, Rider Tips, Extreme Riding, Mod Sled Features, Rider Features, Latest trends, Hot new products.
SnoWest	November	4-Sep-09	18-Sep-09	20-Oct-09	Snowmobile reviews - Freeride segment (Assault, HCR, X-RS Hillclimb), holiday gift guide, travel feature, tech tip, product review.
Western Guide	Annual	4-Sep-09	18-Sep-09	19-Oct-09	Exclusive Western Travel Planner, including the Top 15 Trails in the West, as chosen by SnoWest readers.
ModStock	Annual	11-Sep-09	25-Sep-09	26-Oct-09	Buyer's Guide for sled products any snowmobile junkie would love to have. SnoWest project sled 2009 Yamaha Nytro MITX, tech tip.
SledHeads	November	18-Sep-09	2-Oct-09	3-Nov-09	Gift Guide, Lifestyle, Rider Tips, Extreme Riding, Mod Sled Features, Rider Features, Latest trends, Hot new products.
SnoWest	December	2-Oct-09	16-Oct-09	17-Nov-09	Snowmobile reviews - 600cc mountain sleds, Western vacation guide (paths less traveled in the West), tech tip, product review.
SledHeads	December	16-Oct-09	30-Oct-09	2-Dec-09	Outerwear Guide, Lifestyle, Rider Tips, Extreme Riding, Mod Sled Features, Rider Features, Latest trends, Hot new products.
SnoWest	January	6-Nov-09	20-Nov-09	22-Dec-09	Snowmobile reviews - In a class by themselves-M1000, Phazer MTX, Trail RMK, tavel feature, fun western winter events, product review, tech tip.
RMSHA Program	Annual	13-Nov-09	27-Nov-09	21-Dec-09	Official program for the Rocky Mountain Snowmobile Hillclimb Association.
Sno West	March	8-Jan-10	22-Jan-10	2-Mar-10	Deep Powder Challenge, 2011 snowmobile model preview, tech tip, travel feature.
Expo Program	Annual	12-Feb-10	26-Feb-10	15-Mar-10	Official program for the World Snowmobile Expo and SnoWest SnoCross in West Yellowstone, MT.

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