

RMSHA

Since 1994

The official yearbook of the Rocky Mountain Snowmobile Hillclimb Association

Hillclimbing is one of the unique events in snowmobiling

There is an avid following of the sport of hillclimbing. This yearbook provides spectators with the hillclimb race schedule, exclusive racer bios, interesting facts about past champions, a great autograph book for racers, plus a great souvenir book for future reference.

Distribution for 2012

3,000 copies given to RMSHA for distribution at nine sponsored hillclimbs in Idaho, Montana, Wyoming and Utah.

Your RMSHA advertising reaches a captive audience

Your advertising message in the RMSHA Program reaches the captive hillclimb audience at the nine sponsored hillclimbs the most attended of which is the World Championship Hillclimb in Jackson, Wyoming



The official program of the World Snowmobile Expo in West Yellowstone, Montana

One of the greatest spectator events in snowmobiling.

Thousands of spectators attend the Expo to snowmobile, see the new model sleds and many other aftermarket products and to watch some great snocross racing at the SnoWest SnoCross.



Since 1991

Distribution for 2012

3,000 copies distributed in West Yellowstone in hotels, restaurants, snowmobile shops and Chamber of Commerce. The program is also handed out to attendees when they purchase their Expo ticket.

BLACK/WHITE

FOUR COLOR

	BLACK/WHITE		FOUR COLOR
	1x		1x
Full page	1204	Full page	1531
Two Thirds-page	831	Two Thirds-page	1057
Half Vertical-page	710	Half Vertical-page	904
Half-page	638	Half-page	812
Third-page	433	Third-page	551
Quarter-page	337	Quarter-page	429
Sixth-page	237	Sixth-page	302
Eighth-page	187	Eighth-page	237
Twelveth-page	136	Twelveth-page	173
Twenty Fourth-page	87	Twenty Fourth-page	110
Covers 2nd and 3rd	1264	Covers 2nd and 3rd	1608
Spread	2408	Spread	3063
		Back cover	1685

MAGAZINE	ISSUE	SPACE DEADLINE	MATERIAL DEADLINE	MAIL DATE	EDITORIAL CALENDAR
RMSHA Program	Annual	11-Nov-11	25-Nov-11	16-Dec-11	Official program for the Rocky Mountain Snowmobile Hillclimb Association
Expo Program	Annual	3-Feb-12	17-Feb-12	7-Mar-12	Official program fro the World Snowmobile Expo and SnoWest SnoCross in West Yellowstone, MT

**Dates are subject to change without notice*

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

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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

