

Frequency Discounts*	1x	2x	6x	12x
Full Page	\$5,563	\$4,450	\$3,895	\$3,775
2/3 Page	4,080	3,322	2,855	2,683
1/2 Page Island	3,578	2,862	2,504	2,254
1/2 Standard	3,142	2,514	2,198	2,066
1/3 Page	1,940	1,707	1,494	1,404
1/4 Page	1,612	1,289	1,129	1,061
1/6 Page	1,046	839	733	690

Covers	1x	2x	6x	12x
2nd Cover	\$6,008	\$4,805	\$4,208	\$3,954
3rd Cover	5,898	4,716	4,129	3,881
4th Cover	6,119	4,894	4,285	4,027

\*Frequency discounts are earned within 12 consecutive months, and are earned by advertising in any combination of GIE Media titles, including *Pest Control Technology*, *Quality Assurance & Food Safety*, *Lawn & Landscape*, *Golf Course Industry*, *Commercial Dealer*, *Snow Magazine* and *Recycling Today* magazines.

Color Charges	Single Page
Standard two-color extra	\$389
Matched color, extra	NA
Matched, metallic color	NA
Four-color process, extra	\$723
Bleed	NC

Color Charges	Spread
Standard two-color extra	\$584
Matched color, extra	NA
Matched, metallic color	NA
Four-color process, extra	\$1,085
Bleed	NC

Standard colors are process cyan, magenta, yellow, black, reflex blue (100% C, 73% M, 2% B), green (100% C, 100% Y), and red (100% M, 100% Y). For PMS spot colors, see below left for matched color pricing. Progressive proofs or color keys required on all 4C advertising.

**Frequency Discounts**

\*Frequency Discounts are earned within 12 consecutive months, and are earned by advertising in any combination of *Lawn & Landscape*, *Golf Course Industry*, *Commercial Dealer*, *GIE Media's Snow Magazine*, *Pest Control Technology*, *Garden Center*, *Nursery Management & Production*, *GM Pro* and *Recycling Today* magazines.

**Other Special Positions**

For guaranteed positions add a 10% premium charge to the black and white display rate, and indicate the special position on your insertion order.

**Classified Advertising**

- \$125 per column inch, non-commissionable.
- Standard two-color: \$25 additional.
- Standard four-color: \$50 additional.
- All other classified "word" advertising is payable at a rate of \$1.10 per word (minimum of \$30.00) payable in advance.
- Add \$1.50 to include a box number plus six words.

**Inserts**

Contact the Publisher for pricing and the Production Director for mechanical specifications (a sample is required). (100 lb. coated book stock or 80 lb. offset stock maximum.) All inserts should be shipped prepaid to: GIE Media's Snow Magazine, Publishers Press, Inc., 100 Frank E. Simon Ave., Shepherdsville, KY 40165, Attn: Cassy Luckett.

**Commissions and General Information**

15% of gross billing allowed to recognized advertising agencies on space, color, special positions, and inserts. Net 20 days from date of invoice. Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisements, printed or electronic, and also assume responsibility for any claims arising therefrom made against the Publisher. Publisher reserves the right to reject advertising he feels is not in keeping with the publication's standards.

**Mechanical Requirements**

Saddle stitch, 3 columns to a page. Paper stock: Machine coated 50 lb body with 100 lb cover. Colors available: matched, 4-color process (AAAA-MPA). Trim size 7-7/8" x 10-1/2".

**Digital Files and Specifications For Print**

High-res, press ready PDFs are the preferred medium for advertiser-supplied, printed ad materials. Ads can be submitted via FTP upload. For more details, call Samantha Gilbride at 330-523-5386 or 800/456-0707. Progressive proofs or color keys required on all four-color advertising.

**Mailing Instructions**

Ship all advertising artwork, insertion orders, contracts and copy instructions for printed ads to:  
*Snow Magazine*  
4020 Kinross Lakes Parkway, #201, Richfield, OH 44286. For additional information, call Samantha Gilbride at 330-523-5386 or 800-456-0707.

**Ad Sizes (Non-Bleed)**

Specifications	Width	Depth
Full Page (non-bleed)	7"	10"
2/3 Page	4-1/2"	10"
1/2 Page Island	4-1/2"	7-1/2"
1/2 Page Horizontal	7"	4-7/8"
1/2 Page Vertical	3-3/8"	10"
1/3 Page Square	4-1/2"	4-7/8"
1/3 Page Vertical	2-3/16"	10"
1/4 Page Square	3-3/8"	4-7/8"
1/4 Page Horizontal	7"	2-3/8"
1/6 Page Vertical	2-3/16"	4-7/8"
1/6 Page Horizontal	4-1/2"	2-3/8"

**Bleed Ad Sizes (Available at No Extra Charge)**

Specifications	Width	Depth
Single Page Bleeds	8-1/8"	10-3/4"
Trim Area	7-7/8"	10-1/2"
Live Area	7"	10"
Spread Bleeds	16-1/4"	10-3/4"
Trim Area	15-3/4"	10-1/2"
Live Area	14"	10"

(On all bleed advertisements allow 3/8" from any trim edge for live or type matter. Add 1/8" to gutter for each page on spread ads. Supply ruled proof showing crop line.)

**Website Advertising - www.snowmagazineonline.com**

<b>Tearback Advertisement</b>	<b>\$3,530/Month</b>
Main ad:	490x490 pixels – triangle
Teaser ad:	100x00 pixels – triangle
Max File Size:	70k; Accepted files:gif

<b>Tower Advertisement</b>	<b>120x600 pixels</b>
Impressions	10K ..... 30K ..... 60K
	\$400 ..... \$1,165 ..... \$2,259

<b>Leaderboard Advertisement</b>	<b>728x90 pixels</b>
Impressions	10K ..... 30K ..... 60K
	\$447 ..... \$1,271 ..... \$2,471

**Digital File Specifications for Web Advertisements:** The preferred file formats for all internet advertisements are .gif, .jpg and .swf. Please email all artwork and copy instructions to Christina Hackel at chackel@gie.net or call her direct at 330-523-5328.

**Snow Magazine E-Newsletters:** Reach 23,000 recipients each week who turn to Snow's comprehensive weekly e-newsletter for news and product information.

<b>Tower Advertisement</b>	<b>120x600 pixels</b>	\$1,500
<b>Banner Advertisement</b>	<b>468x60 pixels</b>	1,000
<b>Bottom Leaderboard Advertisement</b>	<b>728x90 pixels</b>	765

**Snow Magazine's Digital Edition:** The digital edition of Snow is a dynamic medium that elicits immediate reader response. Recipients of the digital edition are able to easily share articles with colleagues and reference back issues. Dominate the digital edition with a pop-up advertisement on any page of the issue.

<b>Pop-up Advertisement</b>	<b>300x300 pixels</b>	\$1,765
Max file size:	100K Accepted files: .gif, .jpg	

**Editorial and Business Offices**

4020 Kinross Lakes Parkway, #201  
Richfield, OH 44286  
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FAX: 330-659-0823  
[www.gie.net](http://www.gie.net)