



GIE MEDIA'S **SNOW**™
MAGAZINE

MORE
THAN JUST A
MAGAZINE

PRINT / DIGITAL / INTERACTIVE / CUSTOM

GIE Media's Snow Magazine

is the leading independent business management publication serving the commercial snow and ice removal industry.

But Snow Magazine is more than just a magazine.

Snow Magazine is YOUR media source for the most comprehensive, integrated communications portfolio in the market today. The following features offer an unparalleled opportunity to keep you connected, keep your business on the cutting edge of the snow removal contractor industry and maximize your exposure.

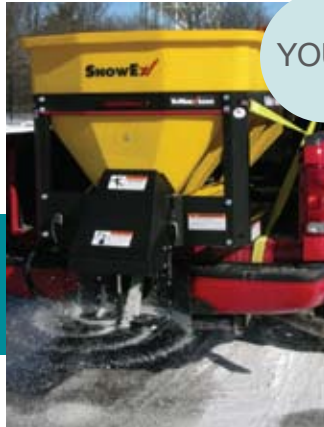
Visit our interactive media kit for complete information on our integrated media portfolio:
mediakit.snowmagazineonline.com



YOUR MAGAZINE

Each issue of **Snow Magazine** is delivered to 27,600* BPA qualified subscribers who rely on **Snow Magazine** as the source for the most up-to-date news and business management advice for every segment of this diverse and growing industry, including:

- Plowing practices
- Salt and deicing techniques
- Contract language and liability
- Revenue growth and new business development
- Business management
- Equipment and technology
- Company profiles



YOUR .COM

Snowmagazineonline.com is the most cost effective way of expanding your reach to more than 103,000** unique visitors who last year viewed nearly 4 million pages of information. A range of advertisements are available giving you instant access 24 hours a day to contractors who consistently access our website.



YOUR E-ZINE

Each edition of **Snow Magazine** is also delivered digitally. Response to your advertising is immediate as recipients are able to instantly reach your website from our editorial and ad pages. The digital edition allows marketers to enhance their presence with pop advertising and including videos within their advertisement.

*June 2010 BPA statement
**Publisher's own data

YOUR **MAXIMUM ROI**

Our new **Engagement Tracker (ET)** interactive report delivers all sales leads generated, all page views, all click-through activity from every ad placed in our print and digital edition, as well as activity generated from every interactive ad, every editorial mention, and all archived data on our industry leading website that relates to your business. **ET** delivers a measurable return on your investment and allows you to strategically execute your marketing efforts.



YOUR **DATABASE**

Our exclusive **Target Marketing Intelligence™ (TMI)** offers unmatched access to rich market data covering the snow removal, landscape, golf, nursery, greenhouse and lawn and garden retail markets. Access to this secure, fully searchable online portal is granted to our advertising customers through an annual subscription.

YOUR **CUSTOM MARKETING**

Snow Magazine works with marketers to develop one-of-a-kind programs that include custom e-newsletters, podcasts, webinars and custom video sponsorships. These opportunities allow you to own your market and meet your targeted objectives.

YOUR **E-NEWSLETTER**

With a distribution to more than 8,400** industry insiders each week, our bi-weekly e-newsletter is an excellent tool to deliver your advertising message.

	FEBRUARY	MAY	AUGUST	
PLOWS	Troubleshooting Breakdowns	Box Plows	The New Plow Profile	
HEAVY EQUIPMENT	Tractors	Wheeled vs. Tracked	Pricing Skid-Steer Services	
SALTING & DEICING	Spreader Calibration	End-of-Season Storage	Estimating & Preseason Purchasing	
TRUCKS		Using Your Truck to Drive New Business	Truck Options & Snow Removal	
TECHNOLOGY	Business Management Software	In-Cab Controls		
ANNUAL SPECIAL REPORT		2011 State of the Industry Report		
SUPPLEMENT	Snow Magazine's 2011 Truck Report		2011 Snow Fighter's Technology Report	
BONUS DISTRIBUTION		SIMA Show		
CLOSE DATE	January 20	April 21	July 20	
MATERIAL DUE DATE	January 25	April 25	July 22	

	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	V-Blades	Attachments		Plow Accessories
	Lease vs. Buy		Attachments	
		Liquids	Analyzing Deicing Blends	Liquid Apps & Equipment
	The Preseason Checkdown	Chains	Buy vs. Lease	Lights & Accessories
	Smart Routing & GPS Systems	Weather Systems	Billing & Accounting Software	Internet, Websites & Social Media
	2011 Salt & Deicing Playbook	2011 Top Contractors		
		2011 Leadership Awards	Snow Magazine's 2011 Plow Report	2011 Heavy Equipment User's Guide
	GIE+EXPO			National Green Centre
	August 22	September 20	October 20	November 21
	August 24	September 22	October 24	November 23

Frequency Discounts* 1x 4x 6x 12x

Spread	\$11,460\$9,165 \$8,025\$7,775
Full Page	5,7304,5854,0103,888
¾ Page	4,2003,4202,9402,765
½ Island.....	3,6852,9502,5802,325
½ Standard	3,2352,5902,2602,130
⅓ Page.....	2,0001,7601,5401,445
¼ Page.....	1,6601,3251,1601,095
⅙ Page.....	1,075865755710

Covers* 1x 4x 6x

2nd Cover	\$6,190 \$4,950\$4,335
3rd Cover	6,0754,8604,250
4th Cover	6,3005,0404,415

Color Charges* Single Page Spread

Standard	\$400 \$600
Matched Color, Extra	450800
1,000 Matched, Metallic Color	475900
Four-Color Process, Extra	7501,150

*Frequency Discounts are earned within 12 consecutive months, and are earned by advertising in any combination of *Snow Magazine*, *Lawn & Landscape*, *Golf Course Industry*, *Greenhouse Management & Production*, *Nursery Management & Production*, and *Garden Center* magazines.

Return on Investment Program: Please consult your representative to maximize your frequency and lower your cost per page.

Standard colors: Process cyan, magenta, yellow, black, reflex blue (100% C, 73% M, 2% B), green (100% C, 100% Y), and red (100% M, 100% Y). Progressive proofs or color keys required on all 4C advertising.

Digital Edition: All print edition advertisers have the option to include their ad in the digital edition for a 5% premium to their gross earned frequency space and color rate. Advertisers may enrich their digital edition advertisement for additional costs. Consult your advertising representative.

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

- \$115 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) payable in advance.

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 with issue date, should be shipped, prepaid to: *Snow Magazine*, Publishers Press, Inc., 100 Frank E. Simon Ave. Shepherdsville, KY 40165, Attn: Cassy Luckett

Special Regional and Demographic Advertising Rates: Contact the publisher or your advertising representative regarding regional rates and mechanical requirements.

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 Stitched, 3 columns to a page. Paper stock: machine coated-38 lb. body with 70 lb. cover. Colors available: matched, 4-color process (AAAA-MPA). Trim size 7⅞" x 10½".

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.

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

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.)

Ad Sizes (Non-Bleed)

Specifications.....	Width.....	Depth
Full Page (non-bleed)	7"	10"
1/3 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"

Corporate Offices: 4020 Kinross Lakes Parkway, Ste. 201, Richfield, OH, 44286, Phone: 800-456-0707, Fax: 330-659-0823

WEBSITE ADVERTISING - www.snowmagazineonline.com

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 Aaron Shrider at ashridr@gie.net or call him direct at 330-523-5331.

Leaderboard Advertisement.....	728x90 pixels
10K Impressions: \$435 / 30K Impressions: \$1,240 / 60K Impressions: \$2,550	
Prime-Plus Square Advertisement.....	300x250 pixels
10K Impressions: \$380 / 30K Impressions: \$1,105 / 60K Impressions: \$2,140	
Prime Rectangle Advertisement	120x60 pixels
10K Impressions: \$285 / 30K Impressions: \$830 / 60K Impressions: \$1,600	

Flyouts, Animated Ads, Floating Ads and Tearbacks also available and priced upon request. See our digital media kits for examples.

Snow Magazine E-Newsletters: Reach 8,400 recipients bi-weekly who turn to *Snow Magazine's* comprehensive e-newsletter for news and product information.

E-Newsletter Advertisement	1x.....	6x.....	12x.....	24x
Prime-Plus Top (300x250 pixels)	\$300.....	\$270.....	\$210.....	\$150
Prime-Plus Bottom (300x250 pixels)	250.....	225.....	175.....	125
Prime Rectangle (120x60 pixels)	100.....	90.....	70.....	50
Bottom Leaderboard (728x90 pixels)	200.....	180.....	140.....	100

Snow Magazine Digital Edition: All print edition advertisers have the option to include their ad in the digital edition for a 5% premium. For an additional charge of \$150, advertisers may enhance their digital edition advertisement with rich media by including a video or audio within their ad. Flash animation enhancement is also available and is priced upon request.



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Garden Center • Golf • Greenhouse • Landscape • Nursery

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