SNOWPRO™

Selling snow removal equipment and services?

Deliver your marketing message to **120,000** professionals in the snowbelt states. Your marketing message appears with *SnowPRO*'s coverage of the latest equipment, accessories, tools and insights for the snow removal market.

Published twice each fall, *SnowPRO* is distributed as a companion publication with these industry-leading publications:

- *Green Industry Pros* (landscape contractors and power equipment dealers)
- *Equipment Today* (construction contractors)
- *Pavement Maintenance & Reconstruction* (pavement contractors)
- *Rental* (equipment rental center owners)
- *Concrete Contractor* (concrete professionals)

Ad Sizes / Specifications

	LIVE AREA	BLEED	TRIM
Full Page Spread	14.25" x 10.25"	15" x 11"	14.75" x 10.75"
Full Page	7.125" x 10.25"	7.625" x 11"	7.375" x 10.75"
1/2 Page Horiz.	7" x 4.875"		
1/2 Page Vert.	3.375" x 10"		
1/3 Page Std	4.5625" x 4.875"		
1/4 Page	3.375" x 4.875"		
1/6 Page	2.1875" x 4.875"		

How to create your files:

PDF X/1a is the preferred format for file submission.

Careful attention must be paid to the proper creation of PDF files to ensure that they will reproduce correctly. Choose "PDF X/1a" or "Press Quality" in your job options when creating high resolution PDF's. The original files that you are making the PDF from should also be high resolution. Make sure images are CMYK and 300 dpi resolution and all fonts used are loaded and embedded.

Ads should be created to correct ad size dimensions, including bleed.

Send materials to:

SnowPRO, **Connie Wolf**, MPR
1233 Janesville Avenue, Fort Atkinson, WI 53538
800-547-7377 x1679 • Connie.Wolf@Cygnus.com

FTP: (If files are larger than 10MB) http://webftp.cygnuspub.com

Display Ad Rates

	1X	2X
Full page spread	$19,000	$14,000
Full Page	11,500	8,000
1/2 Page	7,600	5,075
1/3 Page	5,260	3,515
1/4 Page	4,100	2,735
1/6 Page	2,950	1,950

Color Rates: Four-color process $1,500
Premium Positions: Contact publisher

Ad close dates:

Issue 1: July 2 — materials due July 11

Issue 2: September 5 — materials due September 15