

NW Snowsports Instructor Magazine

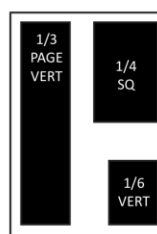
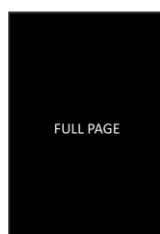
The PSIA-NW Magazine "NW Snowsports Instructor" is published 3 times per year and distributed to the entire membership. Back issues are available for download on the PSIA-NW website. The 8.5" x 11" magazine is printed in full color and is typically 24 to 32 pages in length featuring information, articles, events, divisional and national news, which is specific and of interest to NW members.

Issue and Deadlines

Issue	Distributed	Ad Reserve	Materials Deadline
Fall	mid September	August 1	August 20
Winter	late November	October 1	October 20
Spring	mid February	January 1	January 20

Display Ad Sizes & Rates

Display Ad Size	Width	Depth	Rates & Frequency			Unformatted Ad Set-up Fee*
			1x	2x	3x	
Full Page / Full Bleed	8.5"	11"	\$350	\$315	\$295	\$70
Full Page	8"	10"	\$350	\$315	\$295	\$70
2/3 Page Back Cover	8"	4.875"	\$295	\$265	\$250	\$60
1/2 Page Horizontal	8"	4.875"	\$210	\$190	\$180	\$40
1/2 Page Vertical	3.875"	10"	\$210	\$190	\$180	\$40
1/3 Page Vertical	2.563"	10"	\$180	\$163	\$153	\$35
1/4 Page Square	3.875"	4.875"	\$150	\$135	\$127	\$35
1/6 Page Vertical	2.563"	4.875"	\$90	\$80	\$75	\$30



Mechanical Requirements

Magazine Size	8.5" x 11"
Printing Process	Web offset
Live Area	8" x 10"
Binding	Saddle stitched
Bleeds	1/8" all sides
Page Columns	3
Screen Values	~450 line (stochastic)
Colors	4-color Process, CMYK

Print File Requirements

Print-ready PDF files are preferred. Adobe Illustrator EPS files or TIFF files accepted. All file submissions must be minimum of 300dpi, converted to CMYK color space, with all fonts converted to outlines as well as embedded. For full page-full bleed ads, specify your trim area with crop marks.

PSIA-AASI Online Job Board

If you are a PSIA-AASI member school you can post unlimited jobs for free on their online job board. You can forward online ad materials to the PSIA-NW member services staff (info@psia-nw.org) or you can visit www.thesnowpros.org/job-board/post-a-job for requirements to submit your job. If you are an industry partner or not a current member school, please contact Michelle Hall at mhall@thesnowpros.org to inquire about online job postings.

Contact Info

Please contact PSIA-NW Member Services (info@psia-nw.org) if you have any questions.