



MINNESOTA TRAIL RIDERS ASSOCIATION NEWSLETTER ADVERTISING RATES



Newsletters are published five times a year with issues mailed about the first of the month in February, April, June, August, and October. The newsletter circulation reaches readers throughout Minnesota and many in Wisconsin, Iowa, North and South Dakota. Newsletter layout/design is done by Dahl Graphics.

Mailed newsletters are printed grayscale. MTRA members may view the newsletter with colored photos in the "members only" section of our website www.MNTRA.org using their member ID code.

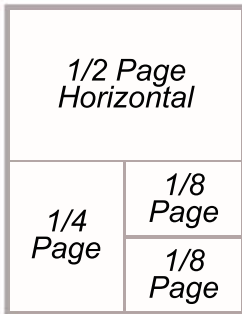
AD SPECIFICATIONS

Newsletter Trim Size: 8.5" x 11"

Resolution: Color - RGB, 200 dpi; B&W - Grayscale, 200 dpi

Formats accepted: PDF (preferred), JPEG

Ad Sizes	Dimensions Width/Height	Single Issue	All 5 Issues includes Web Page Billboard Ad
Full Page	7.5" x 10"	\$95	\$450
1/2 Page	7.5" x 4.75"	\$55	\$250
1/4 Page	3.5" x 4.75"	\$35	\$150
1/8 Page	3.5" x 2"	\$25	\$90



CLASSIFIED ADS

Up to 25 words - \$6.25
26 to 50 words - \$12.50

Web Page Billboard Ad Specifications

RGB, 72 dpi
335 pixels wide x
176 pixels high

PAYMENT TERMS

Make check payable to MTRA. Send to Dee Parker, 20510 Clayton Ave, Farmington, MN 55024. Full payment must be received no later than the 10th of the month prior to the month of the issue.

AD LAYOUT/DESIGN

If you do not have a camera-ready ad, please contact Dahl Graphics & Printing at 888-403-2060 or MTRA-Ads@dahlgraphics.com for ad design charges.

QUESTIONS?

Contact Dee Parker at 651-460-2344 or email at deeparker6@aol.com. We appreciate your business. The patronage of advertisers is very important to the success of our newsletter.

The Minnesota Trail Riders Association (MTRA) reserves the right to reject any ads at any time. Each ad is accepted with the understanding that the advertiser is authorized to publish its contents and they agree to indemnify the MTRA and Dahl Graphics & Printing against any loss or expense resulting from claims arising out of its publication. Advertisements placed within this newsletter are not warranted by the MTRA as to the fitness or applicability of the product or service provided. The MTRA or Dahl Graphics & Printing assume no liability for submitted copy errors.

INSERTION ORDER

Make check payable to MTRA

and send completed insertion order to:

Dee Parker
20510 Clayton Ave.
Farmington, MN 55024

Company

Contact Person

Address

City

State

Zip

Phone Number

Email

AD SIZE:

SINGLE ISSUE

- Full Page (\$95)
 1/2 Page (\$55)
 1/4 Page (\$35)
 1/8 Page (\$25)

ALL 5 ISSUES

- Full Page (\$450)
 1/2 Page (\$250)
 1/4 Page (\$150)
 1/8 Page (\$90)

CLASSIFIED AD

- Up to 25 words (\$6.25)
 26 to 50 words (\$12.50)

Classified Ad Text:

Send ads to: deeparker6@aol.com

www.MNTRA.org