Market directly to thousands of qualified snow sports enthusiasts!

Sitzmark, the official news publication of the Cleveland Metro Ski Council (CMSC), targets the most qualified market possible – active and enthusiastic regional ski club members! They ski and board. Travel. Spend. And, they're eager to see what you have to offer.

Sitzmark reports on local and national events, what's new with equipment and technique, resort developments, and more. The publication is read by 7,000+ CMSC members. Plus, and additional 5,000 copies are delivered to area ski industry merchants for free distribution. And, our Pre-Season and Winter Sports Show issues feature additional bonus copies distributed at various snow sports gatherings and open houses in northeast Ohio.

Look at our highly qualified readers, our advertisers, and our targeted distribution. *Sitzmark* is an effective marketing tool that reaches a highly qualified and interested audience – your potential customers.

Sitzmark

2014-15 ISSUES & ADVERTISING DEADLINES

Pre-Season Issue [Sept/Oct]	August 22, 2014
Winter Sports Show Issue [Nov/Dec]	October 10, 2014
Mid-Season Issue [Jan/Feb/March]	January 15, 2015
Ski Travel Seminar Issue [Apr/May]	March 18, 2015

2014-15 ADVERTISING RATES AND MECHANICAL SPECIFICATIONS

	Ad Size Width x Depth	*1 or 2 Time Rate*	*3 or 4 Time Rate*
Full page	10.25" x 16"	$880*	$730*
Half page (horizontal)	10.25" x 8"	$475*	$385*
Half page (vertical)	8" x 10.25"	$475*	$385*
Quarter page (horizontal)	8" x 5"	$255*	$215*
Quarter page (vertical)	5" x 8"	$255*	$215*
Quarter page (vertical)	4" x 10.25"	$255*	$215*
Eighth page	4" x 5"	$140*	$125*
Sixteenth page	4" x 2.5"	$80*	$70*

* All prices are for black & white reproduction. Process color is available at an additional cost – please contact for info.

Sitzmark printed at 100 LPI. All photos and graphics must be prepared at a minimum of 200 DPI at final print size. Camera-ready ads may be supplied as properly prepared Acrobat PDF digital files in B&W or CMYK (no spot colors), with all fonts embedded. Please contact us for file requirement details. PDFs up to 5MB in size may be sent via Email; files over 5MB in size may be submitted on CD or uploaded to our FTP page. Please contact us for FTP upload passwords and instructions.

For complete information, please contact Frank Kern at:
PH 216.371.5750 or 800.321.5750
EM frank@midamericaboating.com FX 216.371.5440
Sitzmark is represented by: Carl Lillis & Assoc., Inc., 3091 Mayfield Rd., Suite 315, Cleveland Hts., OH 44118

Call to reserve your ad space, or fill out this reply form and mail it or fax to 216.371.5440

○ **Pre-Season Issue**	○ Full	○ Half	○ Quarter	○ Eighth	○ Sixteenth
○ **Winter Sports Show Issue**	○ Full	○ Half	○ Quarter	○ Eighth	○ Sixteenth
○ **Mid-Season Issue**	○ Full	○ Half	○ Quarter	○ Eighth	○ Sixteenth
○ **Ski Travel Seminar Issue**	○ Full	○ Half	○ Quarter	○ Eighth	○ Sixteenth

Sitzmark

c/o Carl Lillis & Associates, Inc.
3091 Mayfield Road
Suite 315
Cleveland Heights, OH 44118

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Contact Name

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City / State / Zip

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