

Print & Web
Media Kit



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Overview

The Wisconsin ATV Association was created during the 1985-1986 fiscal year (the same year the state Department of Natural Resources started the ATV Registration Program) by an ATV enthusiast named Jim Baxter (also started the Wisconsin Motorcycle Dealer Association). The intent of the association was to create an association which would help protect the rights of ATV users, gain riding opportunities and help organize local chapter clubs which are vital to local trail system maintenance, funding and protection.

During the 1992 fiscal year a gentleman by the name of Randy Harden took over the President position for the association. Today, Randy still leads WATVA as president and has taken the association to a level of professionalism that no one has expected. Randy helped form a strong, positive relationship with the Wisconsin Department Natural Resources. This relationship has helped the association continue to grow and keep focused on its visions, missions and values.

Mission Statement

Create an ongoing communications forum through which ATV/OHV enthusiasts and their organizations & supporters can share information / experience, participate in educational opportunities, and become partners in creating a positive image of the sport.



WATVA Regions

Trail Tales is broken up into five statewide regions (four Wisconsin, one Upper Michigan), along with a section for statewide and nationwide updates / news. Placing your ad in the right region will allow riders to seek business's faster by knowing all the ads are based on location. We will place your ad according to your business address, or if you would like to place your ad in a different region we will honor this as well. The map of the regions is shown below.



TRAIL TALES MAGAZINE



TRAIL TALES
SPRING 2014
THE FUN STARTS WITH US
AND HAS FOR OVER 30 YEARS!

\$4.99

In This Issue . . .
President's Report - Another busy year ahead
National News - House passes new bill
State News - Bridge law passes
Regional Reports and Club News

WATVA
THE WISCONSIN ATV - UTV ASSOCIATION
THE OFFICIAL PUBLICATION OF THE WISCONSIN ATV/UTV ASSOCIATION, INC. WITH A SPECIAL REPORT FROM MICHIGAN'S UPPER PENINSULA ORV TRAIL DEVELOPMENT ASSOCIATION.



POSTAGE AND
FEE PAID
STEVENS POINT, WI
PERMIT NO. 272

ADDRESS SERVICE REQUESTED

WATVA, Inc.
1539 North 33rd Place
Shelby, WI 53081

Trail Tales Overview

The Wisconsin ATV Association & our Michigan partners offer this publication to our members and to non-members (from give-aways to dealer showrooms) as a means of communicating our mission and positive support for the industry. The magazine has various free-lance writers as well as writers from official government offices. This is our communication tool that we use to help strengthen our riders (and non riders) to help them become aware of the importance of safe and responsible riding. "Trail Tales" offers the following features:

- Current news updates based on five regions, as well as state-wide and national news regarding OHV topics.
- Special articles written by dedicated users explaining their various ATV adventures around our state and on our trails.
- Presidents report, written by President Randy Harden, has a presidents report in each issue letting our members know where the organization is heading and how we are making a positive impact for our sport.
- Listings of our Associate, Dealer and Club members.
- Club listings and their events and trail updates.
- Special event advertisements and notices.



Target Audience & Readership

Trail Tales Magazine has a target audience we focus on. First and foremost, anyone who rides ATV's and UTV's is a potential target. However, we do refine our target a little more based on studies done about our demographics.

- **Retired, Experienced and Ready to Ride**
Retired and experienced readers, core ages 55+. ATV & UTV buyers are typically over the age of 50. These riders can still get out for an adventure and are a great target audience.
- **Family Packs**
Young and influential family members. The families that are exploring the trails together make a perfect fit for Trail Tales Magazine!
- **Trail Riders**
Age and gender doesn't matter. Anyone who loves to ride the trails will love our magazine!
- **Club Volunteers & Leaders**
Building and maintaining our trails takes work. Improving the sports positive image also takes work. Our magazine strives to highlight these activities and help make this group an ideal target audience.

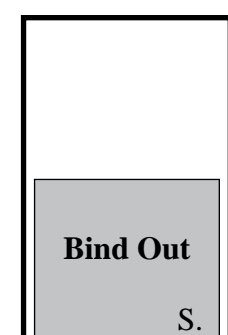
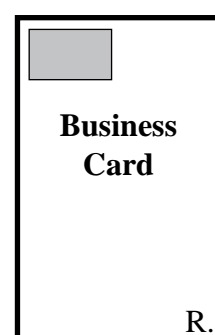
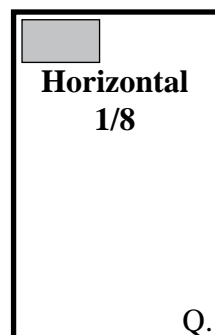
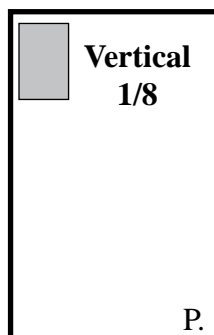
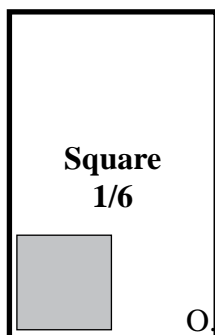
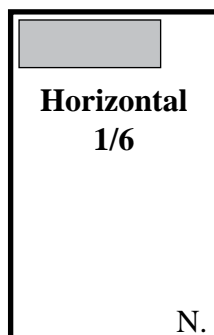
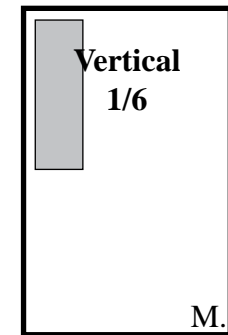
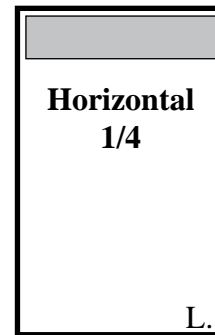
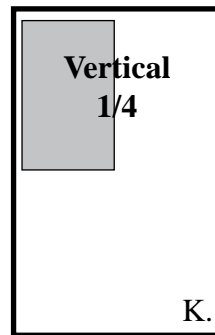
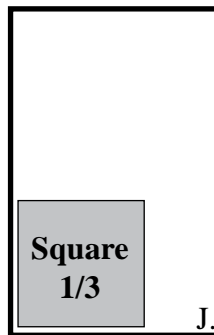
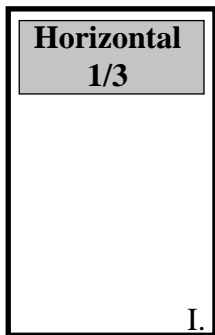
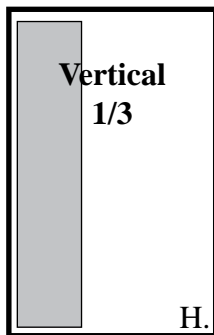
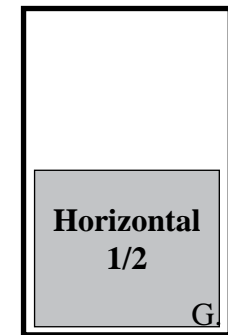
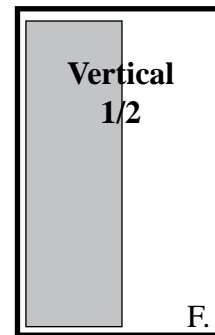
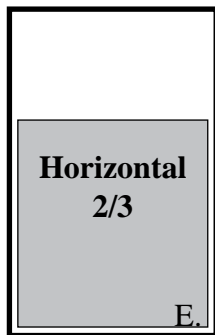
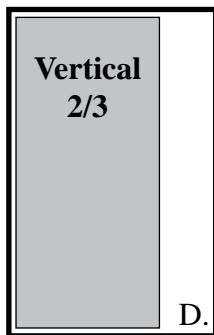
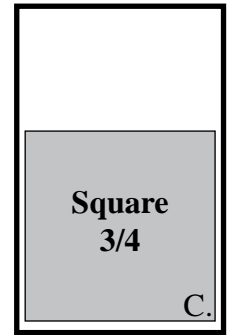
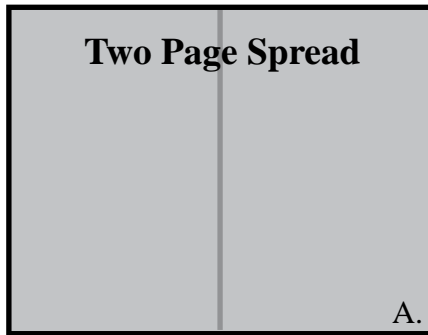
Trail Tales Magazine is spread to over 10,000 readers in Wisconsin, Michigan, Minnesota, Illinois and Iowa. Each of our local clubs receives four copies of each issue to distribute to their members.

Advertising Opportunities

	Size of Ad	Mechanical Requirements	Cost of Ad
A	Two Page Spread Cover	17" X 11" with 0.25" Bleed	\$1,560 per issue
B	Full Page Cover (Front, Back)	8 ½" X 11" with 0.25" Bleed	\$900 per issue
B	Full Page	8 ½" X 11" with 0.25" Bleed	\$650 per issue
C	Square ¾	7 ½" X 7 ½"	\$595 per issue
D	Vertical 2/3	4 ⅝" X 10"	\$525 per issue
E	Horizontal 2/3	7 ½" X 6 ¾"	\$525 per issue
F	Vertical 1/2	3 ⅝" X 10"	\$425 per issue
G	Horizontal 1/2	7 ½" X 4 ⅞"	\$425 per issue
H	Vertical 1/3	2 ⅜" X 10"	\$345 per issue
I	Horizontal 1/3	7 ½" X 3 ⅜"	\$345 per issue
J	Square 1/3	4 ⅞" X 4 ⅞"	\$345 per issue
K	Vertical 1/4	3 ⅝" X 4 ⅞"	\$270 per issue
L	Horizontal 1/4	7 ½" X 2 ½"	\$270 per issue
M	Vertical 1/6	2 ⅜" X 4 ⅞"	\$220 per issue
N	Horizontal 1/6	4 ⅞" X 2 ⅜"	\$220 per issue
O	Square 1/6	3 ⅜" X 3 ⅜"	\$220 per issue
P	Vertical 1/8	2 ⅜" X 3 ⅝"	\$190 per issue
Q	Horizontal 1/8	3 ⅝" X 2 ⅜"	\$115 per issue
R	Business Card	3 ½" X 2"	\$115 per issue
S	Bind Out 1/2 Page (Tear Out)	7 ½" X 4 ⅞" with 0.25" Bleed	\$400 per issue *Sheet tears out

**Bind outs are a great way to advertise or offer a coupon!
Business card ads will be placed in the back of each region on a single page.**

Trail Tales is published on a quarterly basis. Deadlines for advertising and articles are as follows: **Spring** - February 15th * **Summer** - May 15th * **Fall** - August 15th * **Winter** - November 15th. All ads are 4 color.



Quick Response (QR) Codes

If you would like your ad to include a QR code such as the one on the right, we can generate one for you to point to your web site, e-mail address or phone number for only \$10! Try this QR code out! It sends any mobile device to our web site.

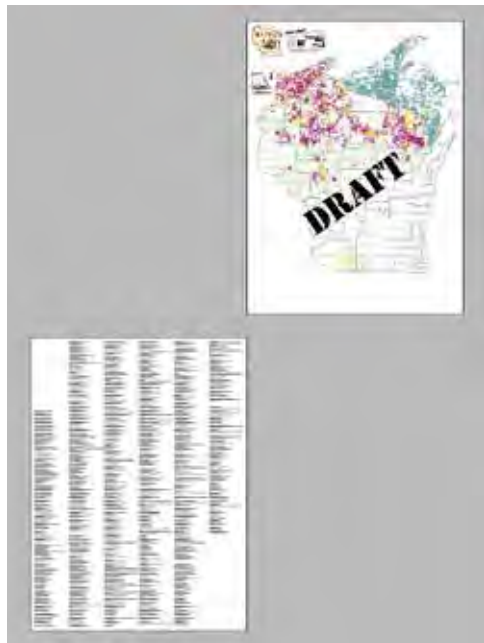


TRAIL TALES MAP



Trail Tales Map Overview

Something new for 2013 and beyond is our packaging of a folded map which showcases the trail systems of Wisconsin and the Upper Peninsula of Michigan. This folded map is a great planning tool that we have developed with our map partner, VVMapping. There are many opportunities to advertise in this product, which is bagged with the current edition of the magazine. Some of the features of our map product include:



- ✓ Road and Route information for the entire state. This information is not available anywhere else in print.
- ✓ The map is printed on a 28" by 38" sheet of paper, then folded to a convenient 4" by 9", which means this map is really portable. This makes it easy to share with others.
- ✓ Continually updated. Our map supplier, VVMapping, is always updating the map set to the most correct information available. Each map is printed with a date to ensure our riders know how old of map they are looking at.
- ✓ Listing of our Associate, Dealer and Club members. These members are very important to WATVA.

Advertising & Sponsorship Opportunities

Our statewide map offers a great opportunity to showcase your company brand. We offer a few packages for the sponsorship package.

- **Exclusive Branding: \$3,500 per issue, four issues a year**
We will put your logo, image(s) or other text on our map as an exclusive package. For the companies that have multiple locations or dealerships, we can highlight them on the map (however we cannot exclude any of our members). For exclusive branding, we will work with you to place your logo and / or brand anywhere on the map as long as it doesn't cover our data.
- **Front Side Ads: \$650 per issue, four issues a year (available only if there is no exclusive advertiser for that issue)**
Young and influential family members. The families that are exploring the trails together make a perfect fit for Trail Tales Magazine! There is room for only six advertisers per issue on the map.
- **Bulk Map Printing**
If you're interested in printing a bulk quantity of our map with your branding please call us for a quote.

The map is included with every Trail Tales Magazine we mail out. The two items are paired together in a weather proof bag and sent out to our members.

TRAIL TALES WEB



01. HOME

02. ABOUT

03. MEMBERSHIP

04. RIDING & TRAIL INFORMATION

05. S...



WATVA - THE
WISCONSIN ATV - UTV
ASSOCIATION
THE FUN GROUP

Welcome to the Wisconsin ATV - UTV Association's web site. We are dedicated to improving the ATV & UTV sport for the state of Wisconsin.

BLACK RIVER COUNTRY - 235 Miles of ATV Trails
- 335,000 Acres of Forest
W I S C O N S I N - Convenient Access Pts
Jackson County Open 5/15-10/15 & 12/15-3/15 | Clark County Open 5/1-10/31 & 12/15-3/15



Web Site Overview

The Wisconsin ATV Association has its very own web site which leads to endless viewing opportunities! Included on our web site is our very own online store. This will bring more people to the web site every day! We also accept memberships via the online store. We are currently looking for advertisements which will cycle throughout WATVA. Please see the listings below:

WATVA Web Sites (estimated 15,000 views a week per banner, 105,000 views collectively):

Banner ads are a great way to advertise to our users. Our web sites have many hits a day which leaves the door open for endless opportunities. Banner ads can be designed or submitted to us as long as they follow our size guidelines.

Files we accept are jpg, gif, animated gif and flash files. All ads must follow our image team guidelines.

Sizes and prices for the ads are:

Size of Image	Mechanical Requirements	Cost of Ad
1. Leader Board	728 pixels (W) by 90 pixels (H)	\$100 per month
2. Quarter Leader Board	200 pixels (W) by 90 pixels (H)	\$25 per month

With our advertising you will receive email updates on statistics of your ad including page views and clicks delivered right to your inbox.

1.



2.



Advertising Terms, Conditions & Discounts!

Associate Business & Dealership Special Program Rates

Discount percentages available depending on below stated qualifications

Example: Let's say an Associated or Dealership Business requests a full page of advertising. The rate is listed in our media kit at \$650 per issue.

If the entity that is arranging or paying for the ad is paid and listed on the WATVA membership roles in good standing at the time the ad is placed, the account will receive a **5% discount**.

If the same account has repeatedly advertised in Trail Tales and their account balance is in good standing, the WATVA representative, at their discretion, can apply a **10% discount** off the base rate.

Should any advertiser pay with their ad order, WATVA will discount an additional 5 %.

Note - We do accept Visa, Master Card & Paypal payments!



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Updated: 6/20/2014