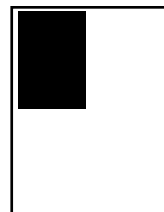


# MADNORSKI News

## Newsletter Ad Rates and Sizes

Ad size	Dimensions (no bleeds)	Merchandise value
1/4 page ad	3 5/8" w x 5" h	\$40 cash/\$80 retail value swag
1/2 page ad	7 1/2" w x 5" h	\$75 cash/\$150 retail value swag
Full page ad	7 1/2" w x 10" h	\$150 cash/\$300 retail value swag



1/4 page



1/2 page



Full page

## The Best Bargain in Town!

This year the Club's payment plan gives you the option of merchandise or cash. Merchandise payment will be valued at 100% retail and your name will be mentioned when giving it away at our meetings as door prizes.

## How and Where to Send Ads

Contact Dick Steinle with general questions and placement requests at dicksteinle@yahoo.com. Ads can be sent to Ben Neff at ben.neff@tds.net (PDF file formats please). Contact Ben or Dick with questions.

## Editorial Calendar/Ad Deadlines

The calendar below shows the dates of our meetings. Newsletters mail to members before each meeting.

## Who Will See Your Ad?

The Madison Nordic Ski Club (Madnorski) is comprised of more than 200 households. The newsletter goes to all members each month. Madnorski members are the perfect

audience for your ad: They are active people who ride bikes, rollerblade, roller ski, run, walk, hike, swim, ice skate, paddle, camp, visit health clubs, as well as ski.

- Approximately 65% of our members are families with children; 80% of the members are two-income households
- The club has a very active Juniors racing program for teens, SilverSki for ages 8–14, as well as KidSki, for kids 8 and under.
- Many of the club members are new to Madison, and haven't yet decided where to shop for their "toys".
- Many members are willing to travel to ski and therefore patronize hotels, restaurants and parks.
- Free ski lessons are given Wednesday nights at Elver Park and on Nordic ski days at Tyrol Basin.
- The Don Miller Subaru Elver Park Race Series is held 7 times a year every Tuesday night at Elver Park and has an average of 75 participants. This event has designated "beginner" nights, relays and classic-only nights.
- Madnorski News is professionally produced and available online at [www.madnorski.org](http://www.madnorski.org).

## 2008–2009 MadNorSki calendar

Board Meeting	Club Meeting	Meeting Theme	Meeting Agenda	Ad/article Deadline	newsletter to printer	mail date
fall newsletter				Friday, Sept. 12	Friday, Sept. 19	Friday, Sep. 26
Thursday, Nov. 6	Monday, Nov. 10	New gear, pre-season activities	TBD	Friday, Oct. 31	NA	Monday, Nov. 3
Thursday, Dec. 4	Monday, Dec. 8	Pot Luck	TBD	Friday, Nov. 21	NA	Monday, Dec. 1
Thursday, Jan. 8	Monday, Jan. 12	Waxing for racing and recreation	Wax Demo	Friday, Dec. 19	NA	Monday, Jan. 5
Thursday, Feb. 5	Monday, Feb. 9	Birkie stories	Juniors fund raiser	Friday, Jan. 23	NA	Monday, Feb. 2
Thursday, March 5	Monday, March 9	Racing wrap-up Pot Luck	Election of officers	Friday, Feb. 20	NA	Monday, Mar. 2