SPONSORSHIP AND ADVERTISING OPPORTUNITIES
Increase Your Influence, Build Your Business, and Achieve Your Marketing Goals
About PSIA-AASI

The Professional Ski Instructors of America and American Association of Snowboard Instructors (PSIA-AASI) is the world’s largest grass roots organization dedicated to skiing and snowboarding. PSIA-AASI is a close-knit community of more than 32,800 snowsports professionals who give people the gift of freedom, enhanced health, and the ability to enjoy sports that will reward them for the rest of their life.

PSIA-AASI members teach an average of 20 days a winter and see a minimum of 8 students a day. That's 5 million students reached by PSIA-AASI members each year.

No other organization connects millions of guests to skiing, snowboarding, and associated brands like PSIA-AASI.

PSIA-AASI members have major purchasing power and are primary influencers on consumers, friends, and families. They live, eat, and breathe skiing and snowboarding and have very personal experiences with products and services related to this passionate calling.

PSIA-AASI members are your customers and brand advocates.

Working together, PSIA-AASI can help you achieve your goals by providing you with the marketing opportunities to ensure your success and make your job easier.
**TheSnowPros.org**
- **83%** of PSIA-AASI members actively look for videos as a main source of information on snowsports websites.
- **72%** of PSIA-AASI members use the site [TheSnowPros.org](http://TheSnowPros.org) on a regular basis.
- **33%** of PSIA-AASI members list the site as a major influence on their snowsports-related purchasing decisions.
- The site includes:
  - Consumer and member-focused advertising and promotional opportunities.
  - Free online members-only video content.
  - Consumer video content through Go With a Pro YouTube videos focused on teaching, learning, and the connections made through skiing and snowboarding.

**PSIA-AASI e-News**
- **69%** of PSIA-AASI members prefer to receive PSIA-AASI information from this source.
- **18%** of PSIA-AASI members list this source as a major influence on their snowsports-related purchasing decisions.
- All PSIA-AASI members receive this twice per month.
- High open rates [40+ %] are an effective email opportunity to reach ski and snowboard professionals.

**32 Degrees: The Journal of Professional Snowsports Instruction**
- Four-color print and digital magazine published three times per year — fall, winter, and spring.
- Ranked the top member benefit, the average member reads each issue of 32 Degrees 3 TIMES, refers back to issues up to 3 TIMES, and reads 75% OR MORE of each issue.
- **68%** of PSIA-AASI members list 32 Degrees as a major influence on their skiing- and snowboarding-related purchasing decisions.

**PSIA-AASI Event Sponsorship**
- PSIA-AASI Official Suppliers can place their brand in front of ski and snowboard instructors at national PSIA-AASI events by sponsoring items such as general sessions, receptions, breakfasts and breaks, lunch, or registration bags.
- Sponsorship includes logo and recognition on promotional pieces, on-site signage, materials, and an opportunity to welcome attendees and give a brief introduction to kick off meetings.
  - The below annual education events are designed specifically for different disciplines or audiences and offer wide-ranging opportunities for peer-to-peer learning and from various subject matter experts:
    - **Cross Country Academy** – Held November 2018 at Yellowstone Club, Montana
    - **Adaptive Academy** – Held December 2018 at Breckenridge, Colorado
    - **Snowsports Management Seminars** – Held January 2019 (Western & Eastern Location TBD)
    - **Interski** – Held March 2019 in Pamporovo, Bulgaria
    - **National Academy** – Held April 2019 at Big Sky, Montana
    - **Telemark Academy** – Held April 2019 (Location TBD)
    - **Rider Rally** – Held May 2019 at Arapahoe Basin, Colorado

**PSIA-AASI Official Supplier Sponsorship**
- Be seen by PSIA-AASI’s membership as a company committed to quality by using PSIA-AASI’s Official Supplier designation and logo in marketing materials.
- PSIA-AASI will discuss your exact marketing needs and objectives and develop a fully integrated, custom sponsorship package for you.
About PSIA-AASI’s Members
Your ultimate consumers — passionate, qualified, active, engaged, and affluent.

PSIA-AASI MEMBERS ARE TWICE AS LIKELY TO BE HIGHLY EDUCATED THAN THE OVERALL U.S. POPULATION: [U.S. BASELINE = 100]

Completed College

Completed Graduate School

PSIA-AASI MEMBERS ARE AFFLUENT, WITH 2 TO 3 TIMES MORE REPRESENTATION IN THE FOLLOWING CATEGORIES THAN THE OVERALL U.S. POPULATION: [U.S. BASELINE = 100]

- $2,000,000+ NET WORTH: 291
- $125,000 - $149,999 INCOME: 264
- $150,000+ INCOME: 248
- $1,000,000 - $1,999,999 NET WORTH: 234
- $400,000 - $749,000 HOME VALUE: 195

REACH A $15.7 MILLION MARKETPLACE. PSIA-AASI MEMBERS SPEND AT LEAST $600 ON SNOWSPORT EQUIPMENT, ACCESSORIES, AND APPAREL EACH YEAR.

70% of members are male.

30% of members are female.
PSIA-AASI Members’ Purchasing Power and Influence
Engines for ski, snowboard, and recreational product consumption.

PSIA-AASI MEMBERS VISIT THE WEBSITE TO ACCESS:
• PURCHASING OPPORTUNITIES
• PRODUCT REVIEWS
• VIDEOS, EDUCATION MATERIALS, AND GUIDES
• EVENT AND CLINIC INFORMATION

PSIA-AASI members have major purchase influence on others:
96% of PSIA-AASI members are asked for their opinions on products each year. In addition:
62% of PSIA-AASI members are asked for opinions or advice on gear and apparel.
38% of PSIA-AASI members are asked by non-students for an opinion or advice on resorts and travel.

PSIA-AASI MEMBERS HAVE MANY OTHER INTERESTS DRIVING ADDITIONAL PURCHASES:
They are more likely than the U.S. population to be interested in these activities: (U.S. Baseline = 100)

- International travel: 159
- Food and wine: 156
- Photography: 149
- Domestic travel: 133
- Gardening: 119
- Work full-time in a professional or technical job: 183
- Be interested in the arts: 152
- Own pets and are interested in related items: 141
- Have more than 3 adults living in their household: 137
- Own a retail credit card: 135
- Be interested in items for children: 134
- Be interested in natural, organic food: 122

They participate in these active outdoor activities 2-3 times more than the U.S. population: (U.S. Baseline = 100)

- Tennis: 289
- Biking/Mountain Biking: 286
- Running/Jogging: 207
- Boating/Sailing: 204
- Camping/Hiking: 198
- Golf: 143

- Tennis: 198
- Biking/Mountain Biking: 196
- Running/Jogging: 193
- Boating/Sailing: 192
- Camping/Hiking: 191
- Golf: 190
Digital Advertising

Online Advertising — TheSnowPros.org
TheSnowPros.org is critical to PSIA-AASI members for education, videos, e-learning, credential and certification information, product offers, and much more.

Advertising on the site will:

- Create cross-linking opportunities
- Enhance organic search and traffic to your company’s website
- Generate more ways to interact with a target audience
- Provide another branding opportunity

Following Interactive Advertising Bureau (IAB) ad standards, there are three opportunities to advertise on TheSnowPros.org. All are Run of Site (ROS) and offer strong share of voice.

- Leaderboard
- Upper Rectangle

Email Advertising — PSIA-AASI e-News
Email is consistently the #1 return on investment for digital channels, especially when aligned with content created by PSIA-AASI’s editorial team. Messages gain credibility while being offered within a “must read” format for the ski and snowboard instructor community. PSIA-AASI e-News, the number one way members prefer to receive updates, has remarkable proven statistics:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>2 times per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>32,800</td>
</tr>
<tr>
<td>Open Rate</td>
<td>40%</td>
</tr>
<tr>
<td>Click-through Rate</td>
<td>14%</td>
</tr>
</tbody>
</table>

Following IAB ad size standards at 270x225, there is also an opportunity to advertise in PSIA-AASI e-News.

Video Advertising — 32 Degrees Magazine
Include a video ad and transform how your brand educates readers at key points while they read the print and digital edition. Readers access and view videos via links and a QR code via the print edition and a play button in the digital edition.
Official Supplier Sponsorship

PSIA-AASI’s Official Supplier program provides your company with an opportunity to increase its visibility and stand out among the competition. It’s the most cost-effective and impactful way to reach instructors and ski and snowboard enthusiasts with your products and services.

Sponsorship is custom-tailored to meet your company’s specific marketing objectives. From beginning to end, PSIA-AASI strategically positions your company and message to ensure maximum exposure to a highly targeted audience.

PSIA-AASI can bundle sponsorships, advertising, events, and other points of entry to the PSIA-AASI market and audience that is most appropriate for you.

Becoming a PSIA-AASI Official Supplier will help you grow and deepen relationships with PSIA-AASI members to drive direct sales.
PSIA-AASI content helps members become better instructors. High on the list of their content needs are how-to articles, videos, lesson strategies, and insights on gear trends. This enables members to better fulfill their role as teachers, product experts, and opinion leaders. Content from 32 Degrees is integrated with all of PSIA-AASI’s electronic content and offers more in-depth coverage than is found online.
# 32 Degrees Editorial Features

## FALL: READY, SET, GO – HOW TO PREPARE FOR THE SEASON PHYSICALLY, MENTALLY, AND GEAR-WISE

<table>
<thead>
<tr>
<th>Preparing for winter: How to prepare mentally and physically to meet all of the challenges of the season.</th>
<th>Gear: The latest innovations on technology, gear previews, Official Suppliers, and pro form etiquette.</th>
<th>Guidance to get in the groove: See how education resources – from a new Core Concepts manual to e-learning courses and more – will help you and your lessons shine.</th>
<th>Safety matters: Get better insight into that first order of business in the snow pro mantra of “Safety, fun, and learning.”</th>
</tr>
</thead>
</table>

## WINTER: THE PROFESSIONAL ISSUE – WHAT IT TAKES TO SUCCEED THIS SEASON

<table>
<thead>
<tr>
<th>Sneak Peek at Interski: Benefit now from teaching innovations the PSIA-AASI Team will share in March at Interski 2019 in Bulgaria.</th>
<th>Transition to teaching adults: If your regular gig is teaching kids, you can also make the grade with grownups.</th>
<th>Make your mark in the industry: Raise your game – and credibility – with guidance for becoming and industry leader.</th>
<th>Boost your knowledge base: Spot-on advice for certification seekers, and lesson strategies for all disciplines -- adaptive, alpine, snowboard, cross, country, and telemark.</th>
</tr>
</thead>
</table>

## SPRING: TIPS AND TECHNIQUE – HOW TO BE EVEN BETTER THAN BEFORE

<table>
<thead>
<tr>
<th>Year-round excellence: How to finish the season with a flourish and map out summer plans for fitness and a focus on future goals.</th>
<th>Tips from pros who aren’t instructors: Elevate your teaching with tactical advice from the country’s top snowports athletes.</th>
<th>How to get “unstuck”: Ways to help students conquer common pitfalls, and help yourself get out a rut.</th>
<th>Perfect your people skills: How to build the genuine rapport that makes students come back for more.</th>
<th>Get creative with conditions: You never know what springtime brings, so make the most of the snow underfoot.</th>
</tr>
</thead>
</table>
Advertising Rates for 2018-19

Digital Rates—TheSnowPros.org and PSIA-AASI e-News

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>TheSnowPros.org Banner Ad</td>
<td>$1,000 per month</td>
</tr>
<tr>
<td>Leaderboard Ad: 1200x148</td>
<td>$1,000 per insertion (bi-monthly)</td>
</tr>
<tr>
<td>e-News Banner Ad: 270x225</td>
<td>$1,000 per insertion (bi-monthly)</td>
</tr>
<tr>
<td>Video Ad: mp4 (H.264) 16x9</td>
<td>$250 per insertion (32 Degrees Magazine)</td>
</tr>
</tbody>
</table>

Special Print Options

In addition to traditional ads, there are other options including, but not limited to:

- Bellyband
- French gate cover
- Dot whack
- 4-page poster
- Polywrap
- And more!

Print Rates—32 Degrees Magazine

<table>
<thead>
<tr>
<th>Color</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>$6,750</td>
<td>$6,410</td>
<td>$6,090</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,905</td>
<td>$2,760</td>
<td>$2,615</td>
</tr>
<tr>
<td>Half Page (horizontal)</td>
<td>$1,645</td>
<td>$1,560</td>
<td>$1,485</td>
</tr>
<tr>
<td>Third Page</td>
<td>$1,110</td>
<td>$1,050</td>
<td>$1,000</td>
</tr>
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High-impact advertising quotes are available upon request. These include digital offerings as well as inserts, gatefolds, cover wraps and tip-ons, bellybands, polybag inserts, and business reply cards.

ARE YOU INTERESTED in a customized, integrated marketing strategy? By making the decision to advertise in TheSnowPros.org, PSIA-AASI e-News, and 32 Degrees magazine, you will receive a special discounted package. Contact Matt Dirks at 303.565.4020 or mdirks@thesnowpros.org for details.
Ad Specs and Deadlines

Effective January 1, 2018

CIRCULATION:
32 Degrees has a circulation of 32,800 — distributed to members of PSIA-AASI.

Copies of each issue are also sent to selected ski/snowboard writers, industry manufacturers, ski area management, and other snow-sports-related organizations.

<table>
<thead>
<tr>
<th>Space Close</th>
<th>Materials Due</th>
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</thead>
<tbody>
<tr>
<td>Fall 2018</td>
<td>July 11, 2018</td>
</tr>
<tr>
<td>Winter 2019</td>
<td>September 21, 2018</td>
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<tr>
<td>Spring 2019</td>
<td>December 19, 2018</td>
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PREFERRED MEDIA:
Each magazine is produced via “electronic file to plate” methods in order to meet the demands of the printer. All artwork must be submitted electronically.

PRODUCTION CHARGES:
Advertiser and agency agree to pay for any and all production charges incurred to modify advertising materials to meet the specifications outlined on this sheet or to adapt advertising materials at the advertiser’s or agency’s request.

Simple text changes to existing advertising artwork will be billed to the advertiser at $85 (minimum one hour), proof charge $25, and delivery to publication (files and proof) $15. If the changes involve manipulation of photos or other graphics, or if provided files cannot be easily modified, you will be provided a quote to make the changes based on complexity.

If the advertiser requests, PSIA-AASI will create a color-separated match print for $400. PSIA-AASI is not responsible for the color accuracy of advertising submitted without a companion match print.

Black plus one process color—add $150 to B&W rate per color.

Black plus PMS, special or matched color—add $375 to B&W rate per color.

Bleed charge of 5% added to display advertising.

These rates apply to full or fractional ads.

DISPLAY ADVERTISING DIMENSIONS:

- Magazine printed by web offset—150 line screen.
- Trimmed page size 8 1/8" x 10 3/4" inches.
- Live area non-bleed material must be at least 1/8 inches from all trim edges and gutter.

DIGITAL AD SPECIFICATIONS:

Documents
- A properly created high-resolution (300 dpi at 100% of the desired printing size) PDF is the preferred file format for file submission. SWOP standards apply.
- When preparing your PDF, please do not crop the ad. Include crop marks indicating how the ad should be cropped.
- For information on how to create a press-quality PDF, please read https://helpx.adobe.com/acrobat/kb/create-high-resolution-print-ready-pdf.html

Photos/Bitmapped Art
- Photographic images should be processed as CMYK, at a resolution of no less than 300 dpi (dots per inch) at 100% of the desired printing size.
- Line art (bitmapped logos or scanned text) should be scanned at a resolution of 600-1200 dpi at 100% of the desired printing size. However, we recommend that these elements be sent in a vector-based format, such as an Illustrator EPS.

CONTACT INFORMATION
Professional Ski Instructors of America  |  American Association of Snowboard Instructors
Matt Dirks, Director of Business Development  |  303.565.4020
mdirks@thesnowpros.org  |  www.thesnowpros.org

Official Suppliers Only
1. Include the PSIA-AASI logo. Please include the PSIA-AASI logo in your ad to show our partnership with your organization, inserted as follows:

   ![PSIA-AASI Logo]

2. Include a Call to Action. For example, “Visit TheSnowPros.org to access [insert company] Pro Offers for PSIA-AASI members.”
FOR MORE INFORMATION ABOUT SPONSORSHIP, ADVERTISING DEADLINES, OPPORTUNITIES, READERSHIP, DEMOGRAPHICS, AD RATES, SPECIFICATIONS AND MORE, CONTACT:

Matt Dirks  
Director of Business Development  
303.565.4020  
mdirks@thesnowpros.org

Don’t Miss Any of the Action! Follow PSIA-AASI On: