SPONSORSHIP AND ADVERTISING OPPORTUNITIES
Increase Your Influence, Build Your Business, and Achieve Your Marketing Goals
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 32,000 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.
About PSIA-AASI’s Members

Your ultimate consumers — passionate, qualified, active, engaged, and affluent.

70% of members are male.

30% of members are female.

PSIA-AASI Members Are Twice as Likely to Be Highly Educated Than the Overall U.S. Population: (U.S. Baseline = 100)

- Completed College: 217
- Completed Graduate School: 113

Reach a $15.7 Million Marketplace.

PSIA-AASI members spend at least $600 on snowsport equipment, accessories, and apparel each year.

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
PSIA-AASI Members’ Purchasing Power and Influence

Engines for ski, snowboard, and recreational product consumption.

60% of members purchase snowsports equipment and apparel online from PSIA-AASI’s Pro Offers and Catalog.

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.

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

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

PSIA-AASI members are more likely than the U.S. population to:
- 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
PSIA-AASI Marketing Platforms

**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 on a regular basis.
- 33% of PSIA-AASI members list the site as a major influence on their snowsports-related purchasing decisions.
- 7 IN 10 PSIA-AASI members purchase Pro Offer items, and 45% of PSIA-AASI members purchase items from the PSIA-AASI Catalog.

- The site includes:
  - Consumer and member-focused advertising and promotional opportunities.
  - Free online members-only video content.
  - Consumer video content through YouTube videos focused on teaching, learning, and the connections made through skiing and snowboarding.

**PSIA-AASI Emails**
- 88% 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**
- If you’re already a PSIA-AASI Official Supplier, you can place your 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 2021 at Yellowstone Club, Montana
  - **National Academy** — Held April 2022 at Big Sky, Montana
  - **Adaptive Academy** — Held April 2021 at Big Sky, Montana
  - **Rider Rally** — Held April 2022 at Big Sky, Montana
  - **Telemark Academy** — Held 2022 at Big Sky, Montana

**PSIA-AASI Official Supplier Sponsorship**
- Be seen by using PSIA-AASI’s Official Supplier designation and logo in your marketing materials.
- PSIA-AASI will develop a fully integrated, custom sponsorship package for you.
- More than 80% of PSIA-AASI members give gear or apparel recommendations to general public.
- More than 60% of PSIA-AASI members give recommendations about ski resorts or travel to the general public.

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*NOTE: Event dates and locations are subject to change.
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 creates cross-linking opportunities, enhance organic search and traffic to your company’s website, generate more ways to interact with a target audience, and provide another branding opportunity.

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.

Email Advertising - Email Blast
There are exclusive opportunities to purchase a dedicated sponsored content e-blast, specific to your brand. Contact Matt at mdirks@thesnowpros.org to learn more.

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. Email is the number one way that PSIA-AASI members prefer to receive news and updates, and emails have remarkable proven statistics:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>2 times per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>32,000+</td>
</tr>
<tr>
<td>Open Rate</td>
<td>40-50+</td>
</tr>
<tr>
<td>Click-through Rate</td>
<td>8-13%</td>
</tr>
</tbody>
</table>

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

Podcast Advertising
PSIA-AASI’s First Chair podcast episodes receive an average of 500 - 1,000 downloads per episode and remain a popular way for members to receive updates and news about your company. Our podcast host will include an audio update about your company sponsoring the podcast, or series of podcasts, and your episode(s) will feature an interview(s) with your brand expert or subject matter expert. You can choose to sponsor one podcasts, or a series of podcasts on a particular topic.
Educational Programming Sponsorship Opportunities

PSIA-AASI creates and offers webinars and e-learning courses through its Digital Learning Hub platform to deliver best-in-class education across a broad range of topics. Depending on the topic and meeting format, each webinar draws anywhere from 50 to 1,000+ participants.

Sponsorship of these education programs, broken out by discipline track and special programming, includes logo and recognition on promotional pieces such as program emails, digital signage on the landing page for the program, and all related materials. Additionally, for live webinars, a representative from your organization will have the opportunity to welcome attendees and give a brief introduction to kick-off the meeting.

Sponsoring PSIA-AASI educational programming increases visibility for your organization and provides a valuable opportunity to build strategic relationships with association professionals. In addition, we can work with you and our education subject matter experts, such as a member of our PSIA-AASI National Team, to build a unique education experience.

Sponsored Webinar & E-Learning Opportunities

These webinars can be presented by sponsoring Official Suppliers who are interested in creating content in partnership with PSIA-AASI to provide and demonstrate education material to PSIA-AASI members.

3 Types of Webinar & E-Learning Sponsorship

1. Exclusive Sponsorship: Official Supplier creates the entire webinar or e-learning course.

2. Partial Sponsorship: PSIA–AASI and Supplier co-create the webinar or e-learning course together.

3. Supporter: “This webinar or e-learning course is brought to you by SUPPLIER.”

To learn more about these opportunities, contact Matt Dirks at mdirks@thesnowpros.org.

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Become an Official Supplier

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: PREP FOR SUCCESS IN SNOWSPORTS – NEW TEAM AND NEW STANDARDS GUIDE EDUCATIONAL ACHIEVEMENT**

**Charting a Course with New Team:** A new PSIA-AASI National Team hits the snow and clinics this season, primed to provide fresh perspective on the teaching tenets that make for successful lessons and educational initiatives.

**The Annual Gear Preview:** PSIA-AASI’s Official Equipment Suppliers provide a first look at top products curated specifically for snow pros.

**Insights on Inclusion:** PSIA-AASI is committed to giving the breadth of its diverse membership greater visibility and sharing stories that promote the value of community-building and the message that snowsports are for everyone.

**New Standards:** They’re heeeeere. Get the scoop on the certification standards being implemented this season, which support true national consistency in instructor assessment and professional development.

**Happy Anniversary, Part 1:** PSIA-AASI turns 60 in 2021; so take a look back at what and who drove the association forward.

**WINTER: GET IN THE GROOVE – A FOCUS ON FUNDAMENTAL TRUTHS GUIDES LEARNING**

**Deeper Dive into Standards:** How to use PSIA-AASI’s new standards – including those for Children’s Specialists – to take your teaching to new heights and a higher certification level.

**Self-Awareness:** A fundamental people skill, self-awareness is about knowing yourself, meeting people where they are, connecting with them on a human level, and welcoming them into the snowsports culture.

**What Makes a Great Children’s Instructor?** To coincide with the release of PSIA-AASI’s new Teaching Children Snowsports Manual, get invaluable insights from those who really know how to connect with kids.

**Tech Talk:** Get the latest information on wide-ski research and deep-dive data on turn transitions.

**Annual Report:** Get a comprehensive look at all the initiatives and offerings PSIA-AASI develops to create lifelong adventures through education.

**Happy Anniversary, Part 2:** As the association continues to mark its 60th anniversary, see how innovation has always been part of PSIA-AASI’s evolution.

**SPRING: LOOK BACK AND INWARD TO MOVE FORWARD – HOW REFLECTION ENHANCES FUTURE GOALS**

**Happy Anniversary, Part 3:** We conclude PSIA-AASI’s 60th-anniversary year with a look and how deep roots in educational excellences support future growth and opportunities.

**Letters to Your Rookie Self:** PSIA-AASI members share lessons learned and advice they would have given themselves as they were starting out as ski and snowboard instructors.

**Paying It Forward:** Get to know members who’ve taken their love of snowsports to the next level by mentoring others.

**Cultural Sensitivity:** Gain a wider understanding of how to look beyond yourself to see how others may perceive your actions and interaction.

**Full Speed Ahead:** Tips and techniques to work on now to finish the season strong and head into the next one with renewed purpose and confidence.
Advertising Rates for 2021-22
Contact Matt Dirks at mdirks@thesnowpros.org for additional information.

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

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>Frequency</th>
<th>Cost 1X</th>
<th>Cost 2X</th>
<th>Cost 3X</th>
</tr>
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<tbody>
<tr>
<td>Leaderboard Ad</td>
<td>1200x148</td>
<td>Monthly</td>
<td>$6,750</td>
<td>$6,410</td>
<td>$6,090</td>
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<tr>
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<td>Monthly</td>
<td>$2,905</td>
<td>$2,760</td>
<td>$2,615</td>
</tr>
<tr>
<td>e-News Banner Ad</td>
<td>270x225</td>
<td>Bi-monthly</td>
<td>$1,645</td>
<td>$1,560</td>
<td>$1,485</td>
</tr>
<tr>
<td>Video Ad (H.264 16x9)</td>
<td>32 Degrees Magazine</td>
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Print Rates—32 Degrees Magazine

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<th>Color</th>
<th>1X</th>
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<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>
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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
- Polywrap
- And more!

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.

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.

Job Postings—32 Degrees Magazine
Discounted pricing available for PSIA-AASI Member Schools to place ski school employment ads.
Ad Specs and Deadlines

Effective July 1, 2021

CIRCULATION:
32 Degrees has a circulation of 32,000+ — 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 snowsports-related organizations.

Space Close | Materials Due:
--- | ---
Fall 2021 | July 10, 2021
Winter 2022 | September 17, 2021
Spring 2022 | December 17, 2021

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 back to the advertiser for a small fee, under $100. 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 8.125” x 10.75” inches.
- BLEED: Ads with full bleed should extend the art .125” on all sides.
- LIVE AREA: non-bleed material must be at least .25” inches from all trim edges and gutter.

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.

For Ready-Made InDesign Ad Templates, click here: bit.ly/32DegreesAdTemplates

VIDEO SPECS/DEADLINES:
Video needs to be submitted as an mp4 (H.264) in the 16x9 format.

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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.

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: [logo]
2. Include a Call to Action. For example: “Visit TheSnowPros.org to access [insert company] Pro Offers for PSA-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

Lauren Cabe  
Partnerships Coordinator  
253.370.1197  
lcabe@thesnowpros.org

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