

# WoodenBoat

# **ADVERTISING MATERIAL SPECIFICATIONS**

## **2024 Print Advertising Closing Dates**

Issue	<b>Materials Due</b>	<b>Publication Date</b>
March/April #297	January 5, 2024	February 13
May/June #298	March 5	April 16
July/August #299	May 6	June 18
September/October #300	July 5	August 13
November/December #301	September 5	October 15
January/February #302	November 4	December 10

## **Specifications**

Printed web offset. Perfect Bound.

MAGAZINE SIZE: 8.125" × 10.875" (trim). For full page ads and spreads, please include a bleed. (Trim size for spreads equals 16.25" × 10.875".)

BLEEDS: FULL PAGE ADS AND SPREADS ONLY. For bleeds: extend image area .125" outside trim area in all directions.

Total *full page* size  $8.375" \times 11.125"$ Total *spread* size  $16.5" \times 11.125"$ 

**For safety:** no live matter within .375" of trim *Full page* safety area 7.375" × 10.125" *Spread* safety area 7.375" × 10.125" **each page** 

**COLOR:** Four-color process (SWOP standards).

**ART:** Art and photos *must be at least 300 dpi*. Art *must be CMYK*, not RGB or spot color.

**BORDERS:** Will be added at our discretion.

## **File Types Accepted**

- High Resolution PDF (at least 300 dpi)
- Adobe CS6 or earlier—InDesign (packaged with all art and fonts); Photoshop or Illustrator.

## WOODENBOAT.COM ADVERTISING

#### **Top Banner**

 $728 \times 90$  pixels – 200kb max +  $320 \times 50$  pixels for mobile phones

#### Block

 $180 \times 150$  pixels – 200kb max

JPGs preferred. No flash or animation, please. Your web ad can link to your web site.

### 1/6 PAGE HORIZ. **FULL PAGE** 4.625" x 2.375" H. 8.125 x 10.875 (trim) BLEED: include .125" 1/3 PAGE bleed in all directions. **SQUARE** total size 8.375" x 11.125" 4.625" x 4.875" H. SAFETY: No live matter within .375" of trim, total safety area SPREAD: 16.25 x 10.875 (trim) 7.375" x 10.125" with BLEED: 16.5" x 11.125" SAFETY: 7.375" x 10.125" each pg 1/8 PAGE 1/4 PAGE HORIZONTAL 1/2 PAGE 3.375" x 2.375' 7" x 2.375" **VERTICAL** 3.375" x 10" 1/4 PAGE 1/2 PAGE HORIZONTAL **VERTICAL** 7" x 4.875" 3.375" x 4.875" 1/3 **PAGE** 2/3 PAGE VERT. 4.625" x 10" 1/2 PAGE 2.25" x ISLAND 1/6 10" 4.625" x 7.5" PAGE VERT. 2.25" x 4.875"

With questions regarding advertising materials, please contact:

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