



WoodenBoat

ADVERTISING MATERIAL SPECIFICATIONS

2017 Print Advertising Closing Dates

Issue	Materials Due	Publication Date
March/April #255	January 5, 2017	February 16
May/June #256	March 6	April 18
July/August #257	May 5	June 19
September/October #258	July 5	August 16
November/December #259	September 5	October 17
January/February #260	November 6	December 18

Specifications

Printed web offset. Perfect Bound.

DOCUMENT SIZE: 8.125" × 10.875" (final trim).
No live matter within .375" of final trim size.

BLEEDS: Please extend your image area .125" outside document area (final trim) in all directions for bleed. Bleeds are available only for full-page ads.

COLORS AVAILABLE: Four-color process (SWOP standards). Color must be CMYK format, not Pantone or RGB.

BORDERS: Will be added at our discretion.

URL LINKS: To ensure your ad links to your web site in the digital issue please include www. (example: www.woodenboat.com).

File Types Accepted

InDesign CS6 or earlier
Adobe Photoshop CS6 or earlier
Adobe Illustrator CS6 or earlier
High Resolution PDF (at least 300 dpi)

WOODENBOAT.COM ADVERTISING

Top Banner

728 × 90 pixels

+ 320 × 50 pixels for mobile phones

Block

180 × 150 pixels – 25kb max

WOODENBOAT E-NEWS

Top Banner

530 × 76 pixels – 40kb max

Block

180 × 150 pixels – 25kb max

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

<p>FULL PAGE 7" x 10" (non-bleed)</p> <p>Refer to the left for bleed specs</p>		<p>2/3 PAGE 4.625" x 10" ROP only</p>
<p>1/2 PAGE VERTICAL 3.375" x 10"</p>	<p>1/8 PAGE 3.375" x 2.375"</p>	<p>1/4 PAGE HORIZONTAL 7" x 2.375"</p>
	<p>1/4 PAGE VERTICAL 3.375" x 4.875"</p>	<p>1/2 PAGE HORIZONTAL 7" x 4.875"</p>
<p>1/3 PAGE VERT. 2.25" x 10" ROP only</p>	<p>1/8 PAGE HORIZ. 4.625" x 2.375" H. ROP & Builders only</p>	<p>1/2 PAGE ISLAND 4.625" x 7.5" ROP only</p>
	<p>1/3 PAGE SQUARE 4.625" x 4.875" H. ROP & Builders only</p>	<p>1/6 PAGE VERT. 2.25" x 4.875" ROP & Builders only</p>

With questions regarding advertising materials, please contact:

Laura Sherman: 207-359-4651

Email: laura.sherman@woodenboat.com