



From the Editors of
WoodenBoat

On newsstands
 November 21st!

SMALL BOATS

**Reserve Your Ad
 in the 2018 Edition TODAY!**

**Contact Your
 Sales Rep Today!**

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AD RATES	Display	Boatbuilders/ Kits & Plans
Ad Size	1X Rate	1X Rate
Cover II, III	\$3,900	
Cover IV	\$4,500	
Full page	\$2,500	\$1,755
1/2 page	\$1,400	\$1,050
1/3 square page	\$1,100	\$830*
1/4 page	\$850	\$540
1/6 page vertical	\$750	\$450*
1/8 page	\$550	\$320
ALL RATES ARE NET		<i>*Builders Only</i>

Ad Formats & Sizes

FULL PAGE
 8.125 x 10.875 (trim)
BLEED: .125",
 total size 8.375" x
 11.125"
SAFETY: No live matter
 within .375" of trim,
 total safety area
 7.375" x 10.125"

1/8 PAGE
 3.375" x
 2.375"

1/4 PAGE VERT.
 3.375" x
 4.875"

1/2 PAGE VERT.
 3.375" x 10"

1/4 PAGE HORIZONTAL
 7" x 2.375"

1/2 PAGE HORIZONTAL
 7" x 4.875"

1/6 PG. VERT.
 2.25" x
 4.875"

1/3 PAGE SQUARE
 4.625" W. x
 4.875" H.

Specifications: Printed web offset. Perfect Bound.

DOCUMENT SIZE: 8.125" x 10.875" (trim).
 For full page ads, please include a bleed.

BLEEDS: Full page ads only.
For bleeds: extend image area .125" outside trim area in all directions (total document size 8.375" x 11.125"). **For safety:** no live matter within .375" of trim (total safety area 7.375" x 10.125").

COLOR: Four-color process (SWOP standards).

ART: Art and photos must be 300 dpi. Line art and bitmaps can be as high as 600 dpi. Art should 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.