



# WoodenBoat

## 2013 PRINT ADVERTISING

### 2013 Print Advertising Closing Dates

Issue	Materials Due	Publication Date
March/April #231	January 7, 2013	February 18
May/June #232	March 5	April 16
July/August #233	May 6	June 18
September/October #234	July 8	August 16
November/December #235	September 5	October 17
January/February #236	November 5	December 18

### Specifications

*Printed web offset*

DOCUMENT SIZE: 8<sup>1</sup>/<sub>8</sub>" × 10<sup>7</sup>/<sub>8</sub>" (final trim).  
No live matter within <sup>3</sup>/<sub>8</sub>" of final trim size.

BLEEDS: Please extend your image area <sup>1</sup>/<sub>8</sub>" outside document area (final trim) 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.

### File Types Accepted

InDesign CS4 or earlier  
Quark Xpress 6.5 or earlier  
Adobe Photoshop CS4 or earlier  
Adobe Illustrator CS4 or earlier  
High Resolution PDF (at least 300 dpi)

## WOODENBOAT.COM ADVERTISING

#### Banner (WoodenBoat.com)

468 × 60 pixels – 40kb max

#### Leaderboard (Plans & Kits, Launchings, Boats For Sale)

696 × 90 pixels – 40kb max

#### Block

180 × 150 pixels – 25kb max

JPGs preferred.

No flash or animation, please.

<p>FULL PAGE 7" x 10" non-bleed</p>		<p><sup>2</sup>/<sub>3</sub> PAGE 4<sup>5</sup>/<sub>8</sub>" x 10"</p>
<p><sup>1</sup>/<sub>2</sub> PAGE VERTICAL 3<sup>3</sup>/<sub>8</sub>" x 10"</p>	<p><sup>1</sup>/<sub>8</sub> PAGE 3<sup>3</sup>/<sub>8</sub>" x 2<sup>3</sup>/<sub>8</sub>"</p>	<p><sup>1</sup>/<sub>4</sub> PAGE HORIZONTAL 7" x 2<sup>3</sup>/<sub>8</sub>"</p>
	<p><sup>1</sup>/<sub>4</sub> PAGE VERTICAL 3<sup>3</sup>/<sub>8</sub>" x 4<sup>7</sup>/<sub>8</sub>"</p>	<p><sup>1</sup>/<sub>2</sub> PAGE HORIZONTAL 7" x 4<sup>7</sup>/<sub>8</sub>"</p>
<p><sup>1</sup>/<sub>3</sub> PAGE VERT. 2<sup>1</sup>/<sub>4</sub>" x 10"</p>	<p><sup>1</sup>/<sub>8</sub> PAGE HORIZ. 4<sup>5</sup>/<sub>8</sub>" x 2<sup>3</sup>/<sub>8</sub>" H.</p>	<p><sup>1</sup>/<sub>2</sub> PAGE ISLAND 4<sup>5</sup>/<sub>8</sub>" x 7<sup>1</sup>/<sub>2</sub>" ROP only</p>
	<p><sup>1</sup>/<sub>3</sub> PAGE SQUARE 4<sup>5</sup>/<sub>8</sub>" x 4<sup>7</sup>/<sub>8</sub>" H.</p>	<p><sup>1</sup>/<sub>6</sub> PAGE VERT. 2<sup>1</sup>/<sub>4</sub>" x 4<sup>7</sup>/<sub>8</sub>"</p>

With questions regarding advertising materials, please contact Laura Sherman: 207-359-4651  
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