

WoodenBoat

DISCOUNT SECTION RATE CARD #57

BROKERS, BUILDERS, KITS & PLANS

Frequency: Bimonthly

Established: 1974

Circulation: 85,000 paid readers

Subject to audit by: ABC

Effective Issue #201 March/April 2008

Brokers, Boatbuilders, and Kits & Plans are advertising-only sections of the magazine, and are strictly limited to professional wooden boat builders and repairers, companies and individuals selling plans, designs, models and kits of wooden boats, or those selling new or used, wooden-hulled vessels.

	1X	3X	4X	6X
Full Page	\$2,975	\$2,515	\$2,305	\$2,100
1/2 Page	1,610	1,485	1,380	1,280
1/3 Page*	1,205	1,110	1,090	1,060
1/4 Page	810	755	710	665
1/6 Page*	685	630	595	560
1/8 Page	485	455	425	400

**For Boatbuilder section only*

Four-Color premium:

Additional \$100 to earned rate

Advertising Closing Dates

Issue	Space Reservations and Materials Due Date	Publication Date
March/April	Jan. 7, 2008	Feb. 18
May/June	March 5	Apr. 17
July/August	May 5	Jun. 17
Sept./Oct.	July 7	Aug. 18
Nov./Dec.	Sept. 5	Oct. 17
Jan./Feb. 2008	Nov. 5	Dec. 18

Advertising in the Discount section is non-commissionable. Material requirements are specified on the back of this card.

Terms are specified in Display Rate Card #30.

"Make-up" ads requiring proofs must be received no later than the Space Reservation Due Date.

Post Office Box 78 • 41 WoodenBoat Lane
Brooklin, Maine 04616-0078
Tel: 207-359-4651 • Fax 207-359-8920/2390
www.woodenboat.com

Guidelines

FOR AD PRODUCTION

Because we want to make it easy for you to advertise with us, we gladly offer our services to help you put together a professional-looking advertisement for publication. We want your ad to look as good as possible (so that it will be effective for you), and wish to take this opportunity to outline what kind of material produces the best advertisement.

What is a camera-ready ad?

The materials which qualify as camera-ready are a disc or emailed file that meets our digital specifications. Call the Advertising Department or visit our website at <www.woodenboat.com> to upload your digital file.

What is a make-up ad?

Unless you send us a file formatted to our specifications, your ad materials are considered “make-up.”

For a clean, professional-looking ad, please include the following items:

- Ad copy, typed or clearly handwritten
- A high-contrast, B/W (or color) photo or original crisp line drawing. We can reduce the size to fit the space. (Please avoid sending photocopies or fax copies of drawings/photos as they reproduce very poorly.)
- Your company name/logo printed on a piece of stationery
- A rough layout showing how you would like the ad to look

If you want to see a copy of your ad before it goes to press, make sure we have your **fax number and/or email address**, and please get your materials to us by the space reservation deadline. Always use Federal Express, UPS or some other traceable overnight method of shipping.

We hope that you find this information helpful in deciding what kind of advertising material to send to us. The specific details of our digital ad requirements as well as size specifications, are outlined on our Display Advertising rate card or email at www.woodenboat.com.