## PRINT AND DIGITAL ADVERTISING

#### 2024 WoodenBoat ROP Print Ads

Effective Issue #297, March/April 2024

<b>Net Rates</b>	1x	3x	<b>4</b> x	6x
Full Page	\$5,000	\$4,575	\$4,200	\$3,850
2/3 Page	3,700	3,400	3,100	2,850
1/2 Island	3,500	3,200	2,925	2,700
1/2 Page	2,900	2,675	2,450	2,250
1/3 Page	1,800	1,675	1,525	1,400
1/4 Page	1,425	1,300	1,200	1,100
1/6 Page	1,075	975	900	825
1/8 Page	825	775	700	650

# 2024 *WoodenBoat* Advertising-Only Sections

Brokers, Boatbuilders, Kits & Plans Effective Issue #297, March/April 2024

<b>Net Rates</b>	1x	3x	<b>4</b> x	<b>6</b> x
Full Page	\$3,180	\$2,705	\$2,490	\$2,275
1/2 Page	1,770	1,635	1,530	1,425
1/3 Page*	1,345	1,250	1,225	1,200
1/4 Page	935	880	835	790
1/6 Page*	810	755	715	680
1/8 Page	605	570	540	515

<sup>\*</sup>Boatbuilders section only

#### 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, SOUARE 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: 7375" x 10.125" each page 1/4 PAGE HORIZONTAL 1/8 PAGE 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"

### Print Specifications

Printed web offset.
Perfect bound.

All ads in the print edition will also be included in the digital edition and will link to your website. **DOCUMENT SIZE:**  $8.125" \times 10.875"$  (trim). For **full page ads and spreads**, please include a bleed. (Trim size for spreads equals  $16.25" \times 10.875"$ .)

**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 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 (must be packaged with all art and fonts); Photoshop or Illustrator downsaved to CS6.