

PRINT AND DIGITAL ADVERTISING

2024 *WoodenBoat* ROP Print Ads

Effective Issue #297, March/April 2024

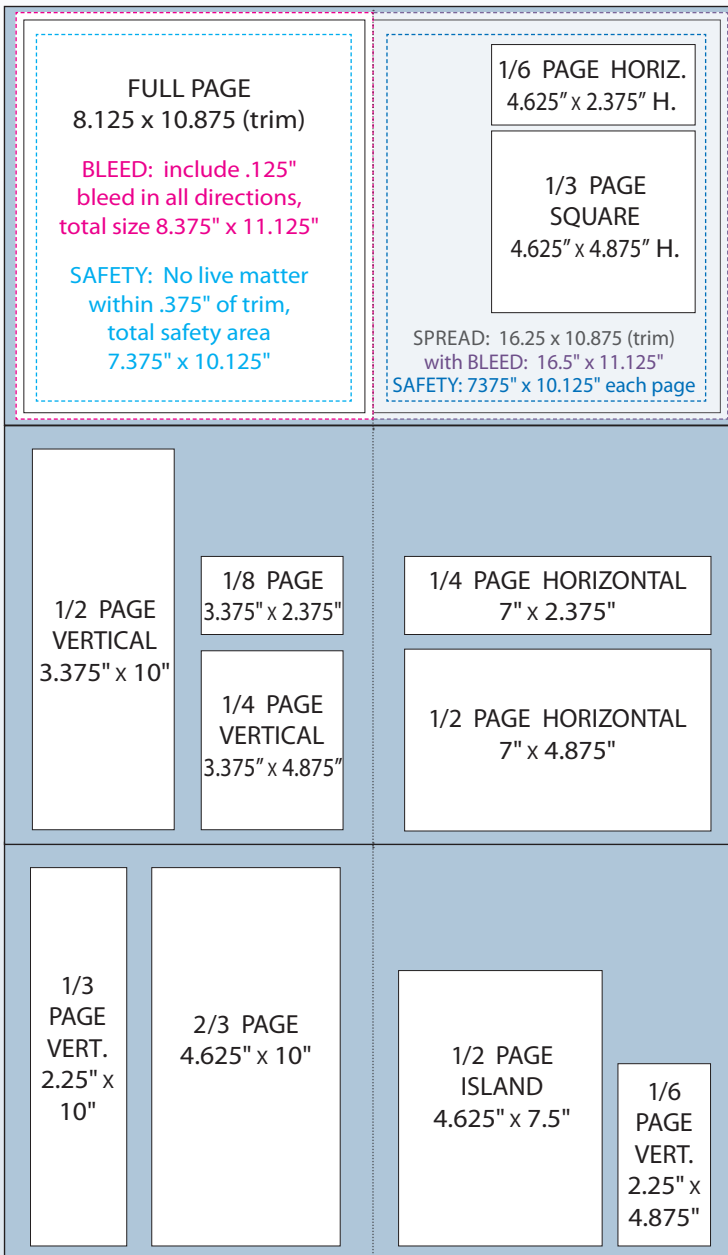
Net Rates	1x	3x	4x	6x
Full Page	\$5,000	\$4,575	\$4,200	\$3,850
2/3 Page	3,700	3,400	3,100	2,850
1/2 Island	3,500	3,200	2,925	2,700
1/2 Page	2,900	2,675	2,450	2,250
1/3 Page	1,800	1,675	1,525	1,400
1/4 Page	1,425	1,300	1,200	1,100
1/6 Page	1,075	975	900	825
1/8 Page	825	775	700	650

2024 *WoodenBoat* Advertising-Only Sections

Brokers, Boatbuilders, Kits & Plans
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Net Rates	1x	3x	4x	6x
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

*Boatbuilders section only



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" x 10.875" (trim).
For full page ads and spreads, please include a bleed. (Trim size for spreads equals 16.25" x 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" x 11.125"
Total **spread** size 16.5" x 11.125"

For **safety:** no live matter within .375" of trim
Full page safety area 7.375" x 10.125"
Spread safety area 7.375" x 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.