



WoodenBoat

ADVERTISING MATERIAL SPECIFICATIONS

2014 Print Advertising Closing Dates

| Issue | Materials Due | Publication Date |
|------------------------|-----------------|------------------|
| March/April #237 | January 6, 2014 | February 18 |
| May/June #238 | March 5 | April 17 |
| July/August #239 | May 5 | June 18 |
| September/October #240 | July 7 | August 18 |
| November/December #241 | September 5 | October 20 |
| January/February #242 | November 5 | December 18 |

Specifications

Printed web offset

DOCUMENT SIZE: 8.125" × 10.875" (final trim).

No live matter within .375" of final trim size.

BLEEDS: Please extend your image area .125" 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.

URL LINKS: To ensure your ad in the digital issue links to your website, please include [www.](http://www.woodenboat.com) to all web addresses in your ad. (Example: www.woodenboat.com).

File Types Accepted

InDesign CS6 or earlier

Adobe Photoshop CS6 or earlier

Adobe Illustrator CS6 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>Refer to the left for bleed specs</p> | | <p>2/3 PAGE 4.625" x 10" ROP only</p> |
| <p>1/2 PAGE VERTICAL 3.375" x 10"</p> | <p>1/8 PAGE 3.375" x 2.375"</p> | <p>1/4 PAGE HORIZONTAL 7" x 2.375"</p> |
| | <p>1/4 PAGE VERTICAL 3.375" x 4.875"</p> | <p>1/2 PAGE HORIZONTAL 7" x 4.875"</p> |
| <p>1/3 PAGE VERT. 2.25" x 10" ROP only</p> | <p>1/6 PAGE HORIZ. 4.625" x 2.375" H. ROP & Builders only</p> | <p>1/2 PAGE ISLAND 4.625" x 7.5" ROP only</p> |
| | <p>1/3 PAGE SQUARE 4.625" x 4.875" H. ROP & Builders only</p> | <p>1/6 PAGE VERT. 2.25" x 4.875" ROP & Builders only</p> |

**With questions regarding advertising materials, please contact Whitney Thurston: 207-359-4651
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