



From the Editors of

WoodenBoat



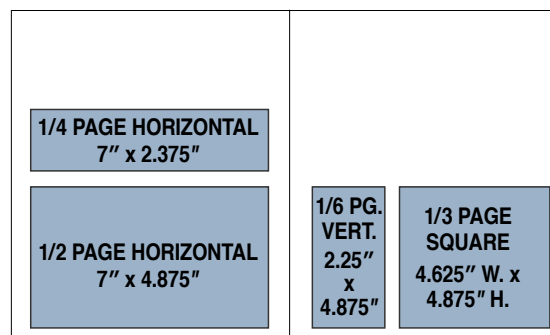
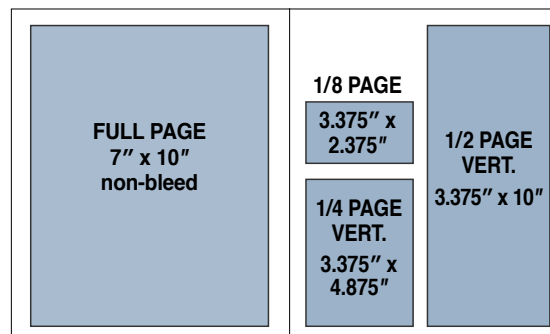
# SMALL BOATS

## Advertising Deadline: September 6

The space reservation deadline for the 2017 issue is September 6, 2016

AD RATES	Display	Boatbuilders and Kits & Plans
Ad Size	1X Rate	1X Rate
Cover II, III	\$3,900	
Cover IV	\$4,500	
Full page	\$2,500	\$1,755
1/2 page	\$1,400	\$1,050
1/3 square page	\$1,100	\$830* <i>Builders Only</i>
1/4 page	\$850	\$540
1/6 page vertical	\$750	\$450* <i>Builders Only</i>
1/8 page	\$550	\$320
<b>ALL RATES ARE NET</b>		

### Ad Formats & Sizes



## Contact Your Sales Rep Today!

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**Edward Mannering**

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### Specifications

- **Printed web offset. Perfect bound.**
- **Magazine Size:** 8 1/8" x 10 7/8" (final trim)
- **Full Page Ads:** No live matter within 1/2" of final trim size.
- **Bleeds (Full Page Only):** Please extend image area 1/8" outside document area (final trim) for bleed.
- **Colors Available:** 4-color process (SWOP standards). In general, SWOP standard specifications for magazine web offset printing apply.
- **Borders:** Will be added at our discretion.