DIGITAL AND PRINT ADVERTISING

2019 *WoodenBoat* ROP Print Ads

Effective Issue #267, March/April 2019

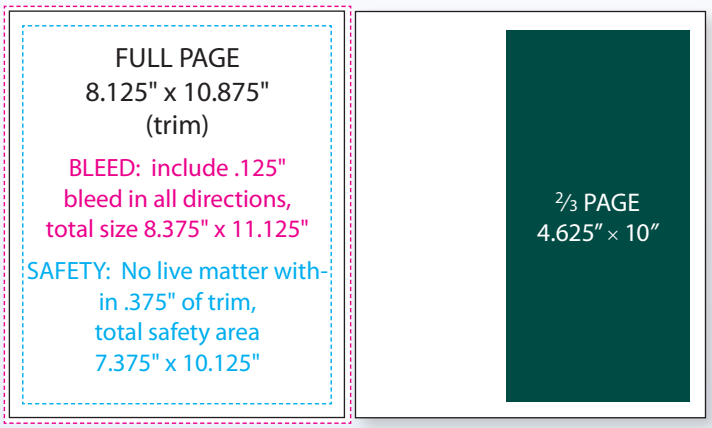
Net Rates	1x	3x	4x	6x
Full Page	$5,000	$4,575	$4,200	$3,850
2/3 Page	3,700	3,400	3,100	2,850
1/2 Island	3,500	3,200	2,925	2,700
1/2 Page	2,900	2,675	2,450	2,250
1/3 Page	1,800	1,675	1,525	1,400
1/4 Page	1,425	1,300	1,200	1,100
1/6 Page	1,075	975	900	825
1/8 Page	825	775	700	650

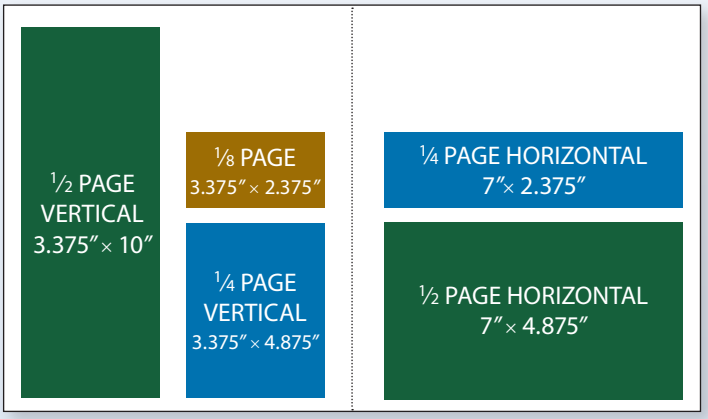
2019 *WoodenBoat* Advertising-Only Sections

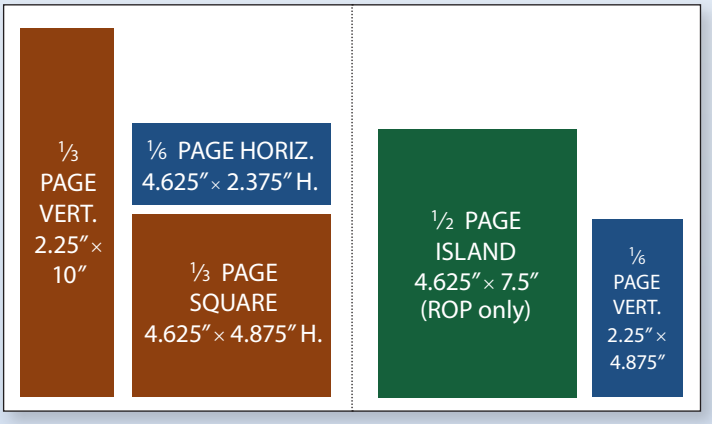
Brokers, Boatbuilders, Kits & Plans
Effective Issue #267, March/April 2019

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" × 10.875" (trim). For full page ads, please include a bleed.

BLEEDS: Full page ads only. For bleeds: extend image area .125" outside trim area in all directions (total document size 8.375" × 11.125"). For safety: no live matter within .375" of trim (total safety area 7.375" × 10.125").

COLOR: Four-color process (SWOP standards).

ART: Art and photos must be 300 dpi. Line art and bitmaps can be as high as 600 dpi. Art should 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 (packaged with all art and fonts); Photoshop or Illustrator.