



WoodenBoat

ADVERTISING MATERIAL SPECIFICATIONS

2020 Print Advertising Closing Dates

Issue	Materials Due	Publication Date
March/April #273	January 6, 2020	February 19
May/June #274	March 5	April 22
July/August #275	May 5	June 18
September/October #276	July 7	August 19
November/December #277	September 8	October 21
January/February #278	November 5	December 23

Specifications

Printed web offset. Perfect Bound.

MAGAZINE 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 *must be CMYK*, not RGB or spot color.

BORDERS: Will be added at our discretion.

URL LINKS: To ensure your ad links to your web site in the digital issue, please include www. (example: www.woodenboat.com).

File Types Accepted

- High Resolution PDF (at least 300 dpi)
- Adobe CS6 or earlier—InDesign (packaged with all art and fonts); Photoshop or Illustrator.

WOODENBOAT.COM ADVERTISING

Top Banner

728 × 90 pixels

+ 320 × 50 pixels for mobile phones

Block

180 × 150 pixels – 25kb max

WOODENBOAT E-NEWS

Top Banner

530 × 76 pixels – 40kb max

Block

180 × 150 pixels – 25kb max

JPGs preferred. No flash or animation, please.
Your web ad can link to your web site.

<p>FULL PAGE 8.125 x 10.875 (trim)</p> <p>BLEED: include .125" bleed in all directions, total size 8.375" x 11.125"</p> <p>SAFETY: No live matter within .375" of trim, total safety area 7.375" x 10.125"</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>1/8 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>	

With questions regarding advertising materials, please contact:

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