



# WoodenBoat

## ADVERTISING MATERIAL SPECIFICATIONS

### 2021 Print Advertising Closing Dates

Issue	Materials Due	Publication Date
March/April #279	January 5, 2021	February 16
May/June #280	March 5	April 13
July/August #281	May 5	June 15
September/October #282	July 6	August 17
November/December #283	September 7	October 19
January/February #284	November 5	December 14

## Specifications

Printed web offset. Perfect Bound.

**MAGAZINE SIZE:** 8.125" × 10.875" (trim).  
For full page ads and spreads, please include a bleed.  
(Trim size for spreads equals 16.25" × 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" × 11.125"  
Total **spread** size 16.5" × 11.125"

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

**COLOR:** Four-color process (SWOP standards).

**ART:** Art and photos **must be at least 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 (packaged with all art and fonts); Photoshop or Illustrator.

### WOODENBOAT.COM ADVERTISING

#### Top Banner

728 × 90 pixels – 200kb max  
+ 320 × 50 pixels for mobile phones

#### Block

180 × 150 pixels – 200kb max

### WOODENBOAT E-NEWS

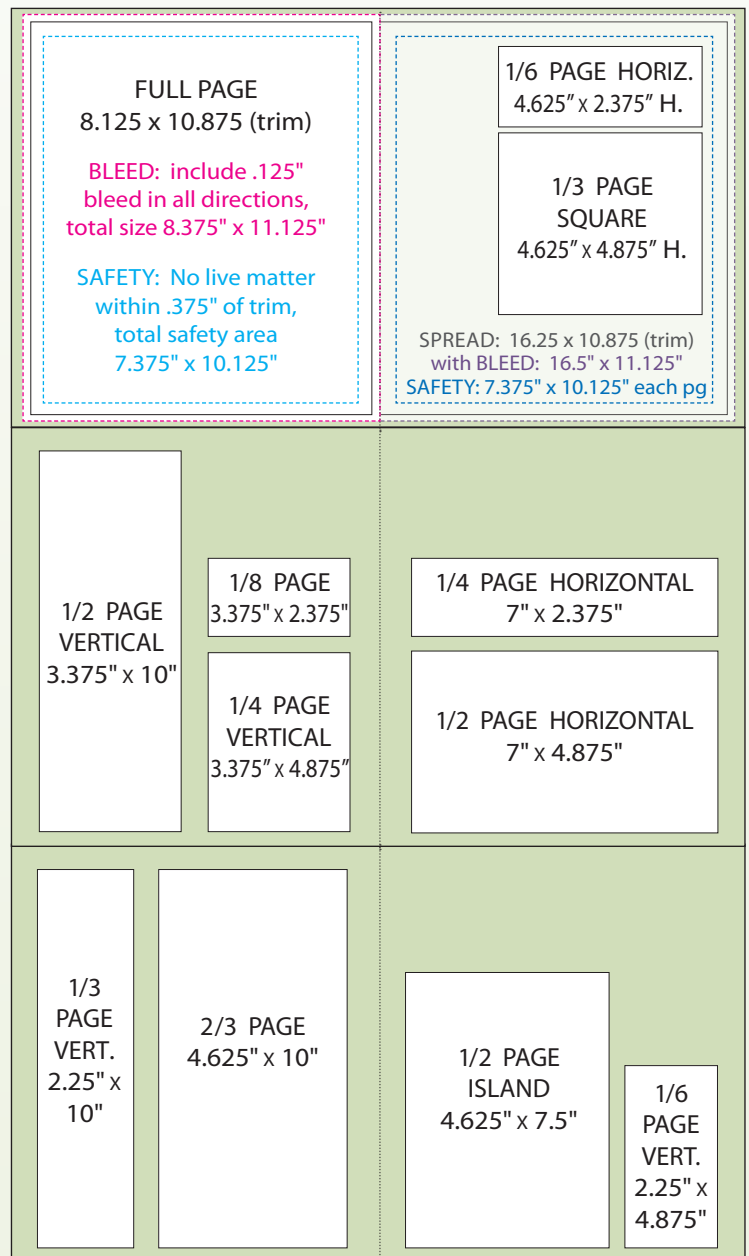
#### Top Banner

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.



**With questions regarding advertising materials, please contact:**

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