

WoodenBoat Advertising material specifications

2022 Print Advertising Closing Dates

Issue	Materials Due	Publication Date	
March/April #285	January 5, 2022	February 16	
May/June #286	March 7	April 20	
July/August #287	May 5	June 15	
September/October #288	July 5	August 17	
November/December #289	September 6	October 19	
January/February #290	November 7	December 21	

Specifications

Printed web offset. Perfect Bound.

MAGAZINE SIZE: $8.125" \times 10.875"$ (trim). For full page ads and spreads, please include a bleed. (Trim size for spreads equals $16.25" \times 10.875"$.)

BLEEDS: *FULL PAGE ADS AND SPREADS ONLY.* **For bleeds:** extend image area .125" outside trim area in all directions.

Total *full page* size $8.375" \times 11.125"$ Total *spread* size $16.5" \times 11.125"$

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.

FULL PAGE 8.125 x 10.875 (trim) BLEED: include .125" bleed in all directions, total size 8.375" x 11.125" SAFETY: No live matter within .375" of trim, total safety area 7.375" x 10.125"		1/6 PAGE HORIZ. 4.625" x 2.375" H. 1/3 PAGE SQUARE 4.625" x 4.875" H. SPREAD: 16.25 x 10.875 (trim) with BLEED: 16.5" x 11.125" SAFETY: 7.375" x 10.125" each pg			
1/2 PAGE VERTICAL 3.375" x 10" 1/4 PAGE VERTICAL 3.375" x 4.875"			Age Hori. 7" x 2.375 Age Hori. 7" x 4.875	5" ZONTAL	
1/3 PAGE VERT. 2.25" x 10"		2/3 PAGE .625" x 10"	ISL	PAGE AND " x 7.5"	1/6 PAGE VERT. 2.25" x 4.875"

With questions regarding advertising materials, please contact:

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