

WoodenBoat

ADVERTISING MATERIAL SPECIFICATIONS

2023 Print Advertising Closing Dates

Issue	Materials Due	Publication Date
March/April #291	January 5, 2023	February 14
May/June #292	March 6	April 11
July/August #293	May 5	June 13
September/October #294	July 5	August 15
November/December #295	September 5	October 10
January/February #296	November 6	December 12

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 $8.375" \times 11.125"$ 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

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

1/6 PAGE HORIZ. **FULL PAGE** 4.625" x 2.375" H. 8.125 x 10.875 (trim) BLEED: include .125" 1/3 PAGE bleed in all directions. **SQUARE** total size 8.375" x 11.125" 4.625" x 4.875" H. SAFETY: No live matter within .375" of trim, total safety area SPREAD: 16.25 x 10.875 (trim) 7.375" x 10.125" with BLEED: 16.5" x 11.125" SAFETY: 7.375" x 10.125" each pg 1/8 PAGE 1/4 PAGE HORIZONTAL 1/2 PAGE 3.375" x 2.375' 7" x 2.375" **VERTICAL** 3.375" x 10" 1/4 PAGE 1/2 PAGE HORIZONTAL **VERTICAL** 7" x 4.875" 3.375" x 4.875" 1/3 **PAGE** 2/3 PAGE VERT. 4.625" x 10" 1/2 PAGE 2.25" x ISLAND 1/6 10" 4.625" x 7.5" PAGE VERT. 2.25" x 4.875"

With questions regarding advertising materials, please contact:

Lexi Wessel: 207–359–7725 Email: lexi@woodenboat.com