



# 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" × 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**

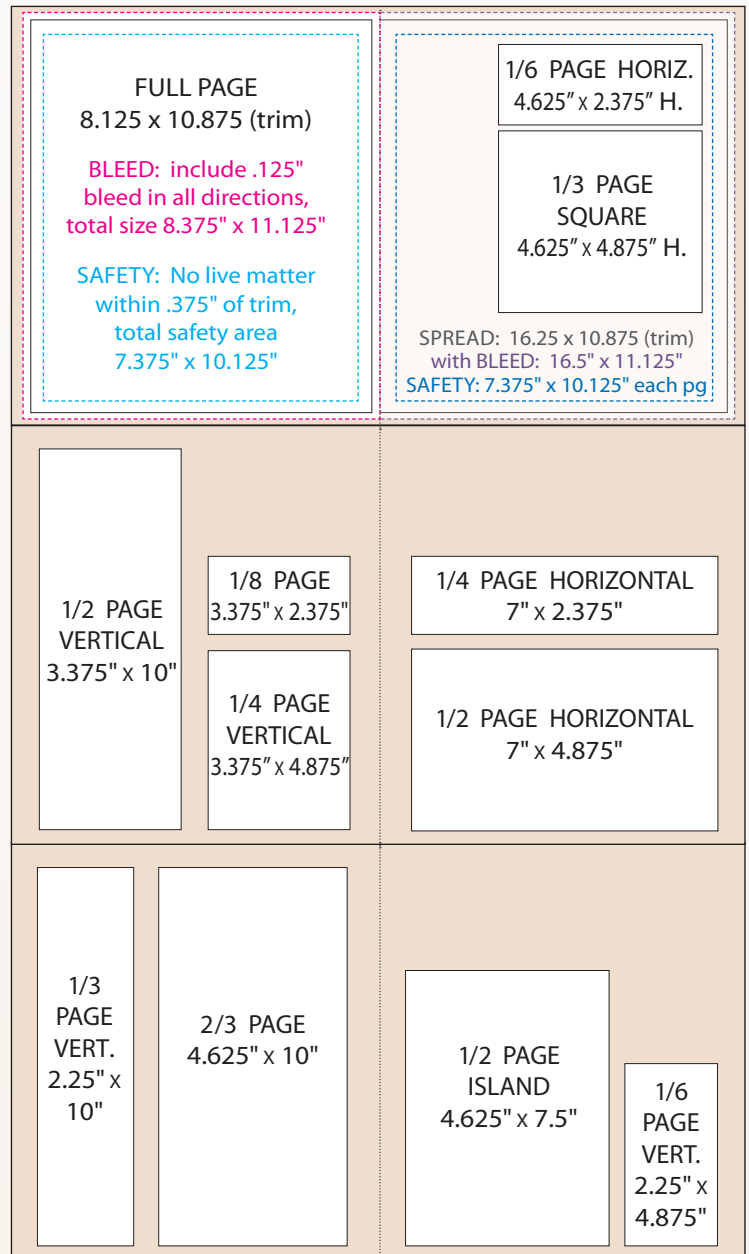
**COLOR:** Four-color process (SWOP standards).

**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

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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