

2012 Display Advertising Rates

Display ad rates

Page size	3x	6x
Full color	\$1898	\$1862
Full back cover	2268	2208
Inside (f/b) cover	2062	1958
Page 2	2034	1933
Page 4	1975	1876
1/2 island color	1671	1611
1/2 island B&W	866	835
1/2 color	1522	1492
1/2 B&W	746	716
1/3 color	1045	1014
1/3 B&W	513	508
1/4 color	800	776
1/4 B&W	406	394
1/6 color	537	525
1/6 B&W	275	269
1/8 color	472	465
1/8 B&W	215	203

Discounts:

Prepay	10%
Electronic file	5%

Closing dates

Issue	Deadline
January/February 2012	October 31, 2011
March/April 2012	December 30, 2011
May/June 2012	February 29, 2012
July/August 2012	April 30, 2012
September/October 2012	June 29, 2012
November/December 2012	August 31, 2012
January/February 2013	October 31, 2012

Classified ad rates

A column inch is 1.625 inches wide by 1 inch tall
Ads can be purchased in half-inch increments up to 3 inches

\$40 per inch for Black and White
\$50 per inch for Color

Specs

Magazine specifications

- web press
- saddle-stitched
- trim 8½ x 10½ inches
- bleed ⅜ inches

Materials on disk

Ads must be submitted as a press-quality PDF or high-resolution TIFF file, at the correct size, at a resolution of 300 dpi or more, and in CMYK for color ads. (Do not apply LZW compression to TIFF images.)

Ads received in formats other than those specified above may incur production charges. We can convert your digital file to the proper format if it has been created using InDesign, Photoshop, and Illustrator. Please avoid submitting materials using Publisher, Word, or other non-graphics programs. Be sure to include all art and photo files and all fonts used in the ad. We can also design an ad for you; see information below.

Please contact Nancy Koucky to email or FTP your electronic files, or for any questions regarding ad layout and design (239-233-3003 or nancyk@goodoldboat.com).

We'll design your ad, if needed

We charge \$40 per hour to design your ad. After that, however, it's yours to use in other publications. At your request, we will also "pick up" an ad you have running in other publications. No problem. It's a thing publishers do.

Rate policies

Ads are subject to acceptance by the publisher. Since we are already in the layout mode, cancellations are not possible after our published closing dates. No cash rebates are issued.

Agreements

Once it is accepted, we assume your ad will run until you tell us otherwise unless we have a stated number of insertions specified. We won't bother you with paperwork and contracts. We don't take advantage of our advertisers, and we are treated fairly by them. We operate in an informal atmosphere with simple handshake agreements. We're known as a "kinder, gentler, publisher." Try us.

RATES AND SPECS