

2008-2009 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
July/August 2008	May 1, 2008
September/October 2008	July 1, 2008
November/December 2008	August 29, 2008
January/February 2009	October 31, 2008
March/April 2009	December 31, 2008
May/June 2009	February 27, 2009
July/August 2009	May 1, 2009
September/October 2009	July 1, 2009
November/December 2009	September 1, 2009

Classified ad rates

\$40/per inch with a 3-inch maximum.

Specs

Magazine specifications

- web press
- trim 8-1/8 x 10-7/8
- saddle-stitched
- bleed 3/16 inches

Materials on disk

We prefer PDF files or electronic files using QuarkXpress, InDesign, Photoshop, and Illustrator. Convert all files to CMYK format. Do not apply LZW compression to TIFF images. Please provide a color or black-and-white laser proof. Be sure to include all art and photo files and all fonts used in the ad. Please check with Elizabeth Whelan if you have questions about electronic files (508-693-6986).

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.

GOOD OLD BOAT
The sailing magazine for the rest of us! 