



# WoodenBoat

## ADVERTISING MATERIAL SPECIFICATIONS

### 2016 Print Advertising Closing Dates

Issue	Materials Due	Publication Date
March/April #249	January 5, 2016	February 17
May/June #250	March 7	April 19
July/August #251	May 5	June 16
September/October #252	July 5	August 16
November/December #253	September 6	October 18
January/February #254	November 7	December 20

## Specifications

*Printed web offset. Perfect Bound.*

DOCUMENT SIZE: 8.125" × 10.875" (final trim).  
No live matter within .375" of final trim size.

BLEEDS: Please extend your image area .125" outside document area (final trim) for bleed. Bleeds are available only for full-page ads.

COLORS AVAILABLE: Four-color process (SWOP standards). Color must be CMYK format, not Pantone or RGB.

BORDERS: Will be added at our discretion.

URL LINKS: To ensure your ad links to your website in the digital issue please include www. (example: www.woodenboat.com).

## File Types Accepted

InDesign CS6 or earlier  
Adobe Photoshop CS6 or earlier  
Adobe Illustrator CS6 or earlier  
High Resolution PDF (at least 300 dpi)

### WOODENBOAT.COM ADVERTISING

#### Top Banner

728 × 90 pixels  
+ 320 × 50 for mobile phones

#### Block

180 × 150 pixels – 25kb 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.

<p><b>FULL PAGE</b> 7" x 10" (non-bleed)</p> <p>Refer to the left for bleed specs</p>		<p><b>2/3 PAGE</b> 4.625" x 10" ROP Only</p>
<p><b>1/2 PAGE VERTICAL</b> 3.375" x 10"</p>	<p><b>1/8 PAGE</b> 3.375" x 2.375"</p>	<p><b>1/4 PAGE HORIZONTAL</b> 7" x 2.375"</p>
	<p><b>1/4 PAGE VERTICAL</b> 3.375" x 4.875"</p>	<p><b>1/2 PAGE HORIZONTAL</b> 7" x 4.875"</p>
<p><b>1/3 PAGE VERT.</b> 2.25" x 10" ROP only</p>	<p><b>1/6 PAGE HORIZ.</b> 4.625" x 2.375" H. ROP &amp; Builders Only</p>	<p><b>1/2 PAGE ISLAND</b> 4.625" x 7.5" ROP only</p>
	<p><b>1/3 PAGE SQUARE</b> 4.625" x 4.875" H. ROP &amp; Builders Only</p>	<p><b>1/6 PAGE VERT.</b> 2.25" x 4.875" ROP &amp; Builders only</p>

**With questions regarding advertising materials, please contact:**

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