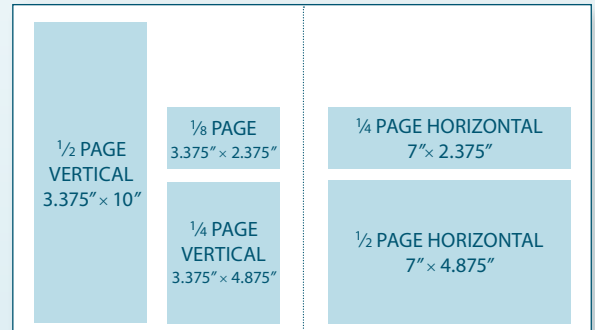
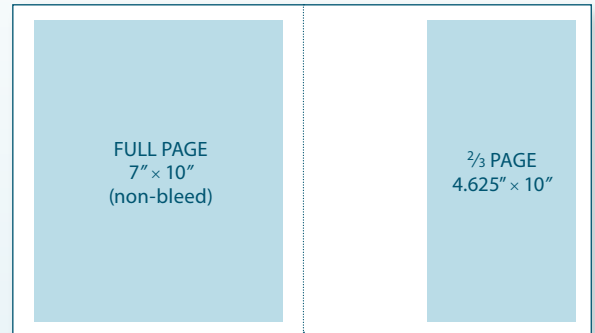


# PRINT ADVERTISING

## 2015 *WoodenBoat* ROP Print Ads

Effective Issue #243, March/April 2015

Net Rates	1x	3x	4x	6x
<b>Full Page</b>	\$5,000	\$4,575	\$4,200	\$3,850
<b>2/3 Page</b>	3,700	3,400	3,100	2,850
<b>1/2 Island</b>	3,500	3,200	2,925	2,700
<b>1/2 Page</b>	2,900	2,675	2,450	2,250
<b>1/3 Page</b>	1,800	1,675	1,525	1,400
<b>1/4 Page</b>	1,425	1,300	1,200	1,100
<b>1/6 Page</b>	1,075	975	900	825
<b>1/8 Page</b>	825	775	700	650



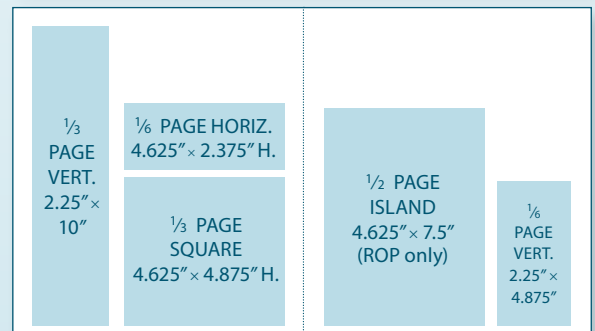
## 2015 *WoodenBoat* Advertising-Only Sections

Brokers, Boatbuilders, Kits & Plans and Vintage Boats & Services

Effective Issue #243, March/April 2015

Net Rates	1x	3x	4x	6x
<b>Full Page</b>	\$3,080	\$2,605	\$2,390	\$2,175
<b>1/2 Page</b>	1,670	1,535	1,430	1,325
<b>1/3 Page*</b>	1,245	1,150	1,125	1,100
<b>1/4 Page</b>	835	780	735	690
<b>1/6 Page*</b>	710	655	615	580
<b>1/8 Page</b>	505	470	440	415

\*Boatbuilders section only



## Print Specifications

Printed web offset. Perfect bound.

**DOCUMENT SIZE:** 8.125" x 10.875" (final trim). No live matter within 0.375" of final trim size.

**BLEEDS:** For full-page ads, extend your image area 0.125" beyond document size (final trim). Fractional ads should not bleed.

**COLORS AVAILABLE:** Four-color process (SWOP standards). In general, SWOP standard specifications for magazine web offset printing apply.

**BORDERS:** Will be added at our discretion.

All ads in the print edition will also be included in the digital edition and will link to your website.

## PREMIUM POSITIONS

Add 25% for **Covers II and III**

Add 35% for **Cover IV**

Add 20% for **Page One**

Please contact your Sales Representative for availability.

## Regional Rates

Please contact your sales representative