

PRINT ADVERTISING

2016 *WoodenBoat* ROP Print Ads

Effective Issue #249, March/April 2016

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

2016 *WoodenBoat* Advertising-Only Sections

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

Effective Issue #249, March/April 2016

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

*Boatbuilders section only

PREMIUM POSITIONS

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

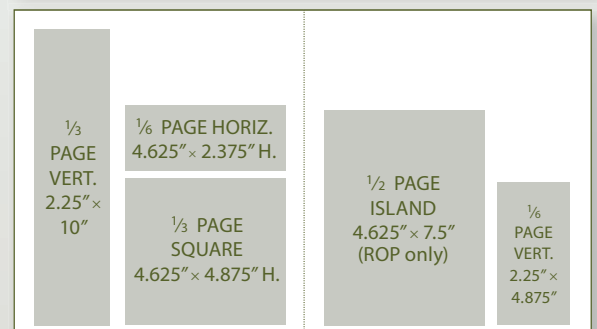
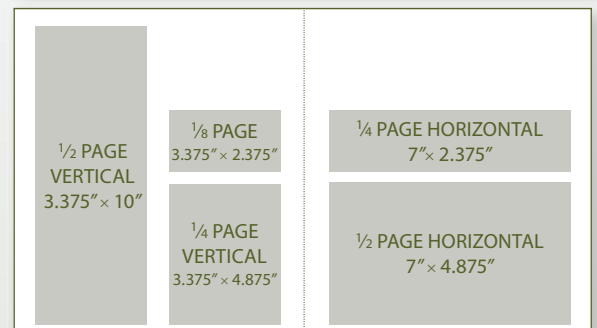
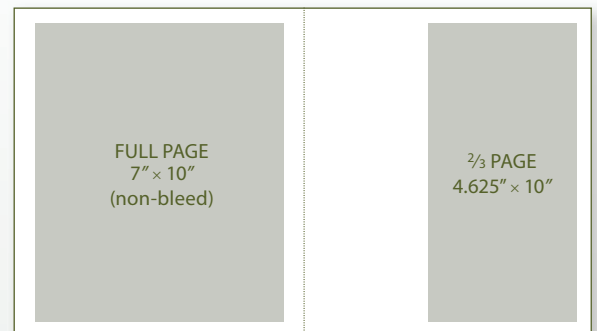
Add 35% for **Cover IV**

Add 20% for **Page One**

Please contact your Sales Representative for availability.

Regional Rates

Please contact your sales representative



Print Specifications

Printed web offset. Perfect bound.

DOCUMENT SIZE: 8.125" × 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.