

WoodenBoat Advertising Material Requirements

Effective Issue #213, March/April 2010

FOR DIGITAL ADS:

We strongly encourage digital submission of materials to our upload site at www.woodenboat.com. Your ad space must be reserved before you send your files. If it is not, please contact the Advertising Dept. at 207-359-4651, or your sales representative.

FILE TYPES ACCEPTED:

- ▶ InDesign CS4 or earlier
- ▶ Quark Xpress 6.5 or earlier
- ▶ Adobe Photoshop CS4 or earlier
- ▶ Adobe Illustrator CS4 or earlier
- ▶ High Resolution PDF (at least 300 dpi)

PLEASE REMEMBER:

- ▶ Quark and EPS files must be accompanied by embedded images and Macintosh fonts. (Fonts must not be Multiple Master or TrueType fonts.)
- ▶ Color must be CMYK format, not Pantone or RGB.
- ▶ JPEG files must be 300 dpi. 72 dpi JPEG files need to be sent 4 times the size that the final image will be used.
- ▶ TIFF files – photos must be 300 dpi; line drawings must be bitmap images and 800 dpi.

Ads not conforming to these specifications will be subject to a loss of the 15% agency discount.

Advertisers should be aware that not all output devices are calibrated the same. Thus, the final ad may vary slightly from your supplied file in terms of color, typeface or formatting. We cannot always control these variations and will not be held liable if they occur.

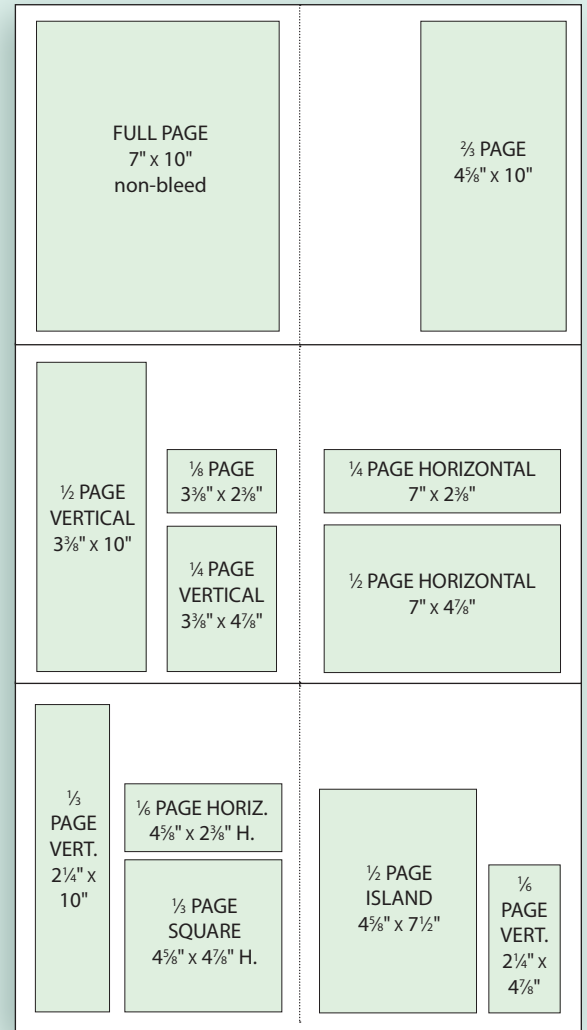
TO SEND DIGITAL FILES ELECTRONICALLY:

Visit our upload site at www.woodenboat.com/wbmag/advertising.html, click on "Submit your Display Ad."

A note on naming your files: Please include your company name in your ad file name, not our magazine name. Example: SmithCo.xp

FOR MAKE-UP ADS:

Make-up ads requiring a proof are due on the advertising closing date. High-resolution images such as JPEG files (300 dpi) reproduce best. Also include you company name and logo.



Specifications

Printed web offset

DOCUMENT SIZE: 8 1/8" x 10 7/8" (final trim) For non-bleeds, no live matter within 1/2" of final trim size.

BLEEDS: Bleeds are only available for full-page ads. Please extend your image area 1/8" outside document area (final trim) for 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.

SHIP MATERIALS VIA FEDEX OR UPS TO:

WoodenBoat Magazine,
Advertising Department
41 WoodenBoat Lane
Brooklin, ME 04616

If you wish your originals returned, please include a self-addressed, postage-paid mailer.