



EFFECTIVE DATE: DECEMBER 1, 2008

## AD POSITIONS

AD TYPE	LOCATION	SPOTS AVAILABLE	PRICE
<b>LEADERBOARD*</b> 728 x 90 TOP OF SITE	Top of page <b>COMMON TO ALL PAGES</b>	4 in rotation	<b>\$1,500 per month</b>
<b>PREMIUM*</b> 300 x 250 SQUARE	Top right side of page <b>COMMON TO ALL PAGES</b>	4 in rotation	<b>\$2,000 per month</b>
<b>CRUISING WORLD'S BOAT OF THE MONTH*</b> 300 x 200 SQUARE	Right column <b>COMMON TO ALL PAGES</b>	4 in rotation	<b>\$500 per month</b>
<b>MEDIUM SQUARE*</b> 180 x 150 SQUARE	Center column <b>CONTENT SECTIONS</b>	1 exclusive per section	<b>\$500 per month</b>
<b>MEDIUM SQUARES*</b> 180 x 150 SQUARE	Right column <b>COMMON TO ALL PAGES</b>	4 in rotation per spot	<b>\$500 per month</b>
<b>SEARCH/LIST RESULT PAGES</b> 160 x 600 SKYSCRAPER	Left column top <b>SEARCH RESULT, LIST VIEW PAGES</b>	4 in rotation	<b>\$500 per month</b>
<b>ARTICLE PAGES*</b> 300 x 250 SQUARE	In content, bottom <b>COMMON TO ALL ARTICLE PAGES</b>	4 in rotation	<b>\$500 per month</b>
<b>PHOTO GALLERY</b> 468 x 60 BANNER	In photo gallery section	4 in rotation	<b>\$500 per month</b>
<b>FORUMS/COMMUNITY LEADERBOARD</b> 728X90 TOP OF SITE	Top of page <b>ALL FORUMS PAGES</b>	4 in rotation	<b>\$1,000 per month</b>
<b>FORUMS/COMMUNITY PREMIUM</b> 180X150 SQUARE	Right column <b>ALL FORUMS PAGES</b>	5 random positions	<b>\$500 per month</b>

## LEAD GENERATION

<b>CONTEST OR SPECIAL PROMOTION</b> INCLUDES ENEWS LINK, SITE BANNER, LISTING ON MAIN CONTEST PAGE	Contest section	Runs 90 days	<b>\$3,000 each</b>
<b>NEWSLETTER</b> 468 x 60 TOP/MIDDLE, CONTENT AREA 120 x 240 RIGHT COLUMN	Monthly Editorial Newsletter	2 spot 4 spots	<b>\$500 per issue</b> <b>\$250 per issue</b>
<b>CUSTOM ADVERTISER EMAIL</b>	Custom email	1 exclusive per month	<b>\$150 CPM per issue</b>

\* RESTRICTIONS APPLY TO THE NOOD SECTION ON SAILINGWORLD.COM

## WEBSITE DIGITAL REQUIREMENTS

AD	DIMENSIONS	FILE SIZE	FILE TYPE
<b>TOP, BOTTOM, &amp; FORUMS LEADERBOARD</b>	728 x 90 pixels, 72 dpi	30 kb max	Gif, Jpg, Swf
<b>PREMIUM/ARTICLE PAGES</b>	300 x 250 pixels, 72 dpi	30 kb max	Gif, Jpg, Swf
<b>MEDIUM SQUARE, FORUMS SQUARE</b>	180 x 150 pixels, 72 dpi	20 kb max	Gif, Jpg, Swf
<b>SEARCH/LIST RESULT PAGES SKYSCRAPER</b>	160 x 600 pixels, 72 dpi	30 kb max	Gif, Jpg, Swf
<b>ENEWS HORIZONTAL</b>	468 x 60 pixels, 72 dpi	30 kb max	Gif, Jpg
<b>ENEWS VERTICAL</b>	120 x 240 pixels, 72 dpi	15 kb max	Gif, Jpg

### CUSTOM ADVERTISER EMAIL

- 600 pixels wide, no limit to length
- Images, links, and text only
- No embedded forms or Flash
- Use simple HTML with no CSS style sheet.
- Use Alt tags for images

**NOTE: Electronic materials required. Interactive Advertising Bureau standards and guidelines apply.**

## CREATIVE GUIDELINES

- A click through URL must be supplied
- Creatives cannot have transparent backgrounds.
- Banner expansion must be user-initiated.
- Videos must have pause/stop/play and audio controls.
- Flash files served via 24/7 Real Media must be coded properly for proper click and impression tracking
- All Flash files must be submitted as a .swf file with accompanying back up gif/jpg.
- We accept flash version 6-10
- Include the following action script in all flash banners:  
on(release) {getURL(clickTAG, "\_blank");}

## TERMS & CONDITIONS

1. In consideration of publication, Advertiser and its Agency agree to indemnify and hold Publisher harmless against any expense or loss by reason of any claims arising out of publication.
2. All contents of advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an ad or for errors in key number or advertisers index.
3. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
4. Cancellation or changes in orders may not be made by the Advertiser or its Agency after closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency.
5. Positioning of Advertisements is at the discretion of the Publisher except where request for a specific position is acknowledged, in writing, by the Publisher.
6. No conditions other than those set forth on this rate card shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
7. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of Publisher affecting production or delivery in any manner.
8. Publisher has the right to hold Advertiser and its Agency jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay all attorney fees incurred in connection with collection of advertising that was published.
9. All advertisements are accepted and published by the Publisher on the representation that the Advertiser and/or Advertising Agency are properly authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a representation by the Advertiser and/or Advertising Agency that they have obtained written consent of the use in the advertisement of the name, picture and or testimonial of any living person which is contained therein. It is understood that the Advertiser and/or Advertising Agency will indemnify and save the Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation or rights or privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.
10. All ads run on a prepay basis until credit is approved.

## 2009 SALES CONTACTS

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## **NON-MARINE SALES**

### **DETROIT, US**

#### **LIZ HOLOWATY**

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### **WEST COAST**

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