

YACHTING REGISTRY 2009

Rate Card and Specification Sheet

Ad Sizes

Spread (save as single pages)	11" x 8.5"	279.4mm x 215.9mm	Please supply .125" (3mm)
Full Page/Trim Size	5.5" x 8.5"	139.7mm x 215.9mm	bleed and crop marks
Half Page	5.25" x 4"	133.4mm x 101.6mm	

Rates

Spread	\$4200
Full Page	\$2535
Half Page	\$1544
Presenting Sponsor	-
Premium Section Lead-In Pages	\$2860
Yacht Yards	-
Yachts	-
Yacht Brokers	-
Charter Brokers	-
Management/Clearing Houses	-
Yacht Designers	-
Stylists/Interior Designers	-
Financial	-
Insurance	-
Engine Manufacturers	-
Production Boats Power	-
Production Boats Sail	-
Service/ Refit Yards	-
Organizations	-
Events Calendar	-
Electronics Manufacturers	-
Cover 4 (Back Cover)	\$4520
Cover 3 (Inside Back Cover)	\$4315
Cover 2 (Inside Front Cover)	\$4415
Table Of Contents	\$4200

Ad Material Specifications

- Preferred file format is PDF/X1a. **WE DO NOT ACCEPT APPLICATION FILES.**
- Only one ad per file on CD-ROM, DVD
- Supply single pages on full-page ads. For two-page spreads supply one continuous image file, not two single pages.
- Label all media with issue, agency name, contact name and phone number, advertiser, ad number, vendor name and contact.
- All high-resolution images and fonts must be embedded when the PDF/X1a file is created.
- We recommend the use of Postscript Type 1 fonts only. Do not use True Type or Multiple Master fonts. No font substitutions are permitted.
- Do not use stylized fonts. Do not apply style attributes to basic fonts.
- Images must be SWOP (CMYK or Grayscale) TIFF or EPS format between 200 and 400 dpi. Total area density should not exceed SWOP standard 300% total area coverage.
- Do not nest EPS files into other EPS files.
- Do not embed ICC profiles within images.
- We don't recommend the use of JPEG compression.
- Do not embed OPI information in files.
- All required image trapping must be included in the file.
- The file must be Right Reading, Portrait mode, all elements must be placed at 100% of size. No rotations.
- PMS/spot colors must be converted to CMYK mode.

Mechanicals

- Build pages to trim size and extend bleed 1/8" beyond trim.
- Standard trim, bleed and center marks on all ads should be 1/2" outside trim (trim/bleed marks should not extend into the "live" image area).
- Live matter intended to print must be positioned 1/4" from trim.

Proofs

- A digital content proof (color) at 100% of size must be sent which represents the final digital file.
- Color Guidance used Press-Side - we require one digital contract proof (Kodak Approval, Imation Matchprint, Digital Halftone, Fuji FinalProof, Polaroid PolaProof, Dupont Waterproof, or Polaroid DryJet acceptable) generated from the digital file. All proofs must bear standard GATF Offset Color Bars/Exposure Scales and MUST adhere to SWOP specifications.
- **Ads without color guidance will be accepted with the understanding that the Publisher cannot be held responsible for color reproduction.**

Advertising Deadline

July 18, 2008

Shipping Instructions

Production, Yachting Registry
1500 Cordova Road, Suite 204
Ft. Lauderdale, FL 33316
954-463-4004

Yachting

Contact your advertising representative or terry.jacome@bonniercorp.com
954-463-4004