

# 2010 Display Advertising Rates

## Display ad rates

Page size	3x	6x
Full color	\$ 1898	\$ 1862
Full back cover	\$ 2268	\$ 2208
Inside (f/b) cover	\$ 2062	\$ 1958
Page 2	\$ 2034	\$ 1933
Page 4	\$ 1975	\$ 1876
1/2 island color	\$ 1671	\$ 1611
1/2 island B&W	\$ 866	\$ 835
1/2 color	\$ 1522	\$ 1492
1/2 B&W	\$ 746	\$ 716
1/3 color	\$ 1045	\$ 1014
1/3 B&W	\$ 513	\$ 508
1/4 color	\$ 800	\$ 776
1/4 B&W	\$ 406	\$ 394
1/6 color	\$ 537	\$ 525
1/6 B&W	\$ 275	\$ 269
1/8 color	\$ 472	\$ 465
1/8 B&W	\$ 215	\$ 203

### Discounts:

Prepay	10%
Electronic file	5%

## Closing dates

Issue	Deadline
January 2010	October 30, 2009
March 2010	December 31, 2009
May 2010	February 26, 2010
July 2010	April 30, 2010
September 2010	June 30, 2010
November 2010	August 31, 2010
January 2011	October 29, 2010
March 2011	December 31, 2010

## Classified ad rates

A column inch is 1.625 inches wide by 1 inch tall  
Ads can be purchased in half-inch increments up to 3 inches  
\$40 per inch for Black and White  
\$50 per inch for Color

## Specs

### Magazine specifications

- web press
- saddle-stitched
- trim 8-1/8 x 10-7/8
- bleed 3/16 inches

### Materials on disk

For an ad to be considered “camera ready,” it should be submitted as a press-quality PDF or high-resolution TIFF file, at the correct size, at a resolution of 300 dpi or more, and in CMYK for color ads. (Do not apply LZW compression to TIFF images.)

Ads received in formats other than those specified above may incur production charges. We can convert your digital file to the proper format if it has been created using InDesign, Photoshop, and Illustrator. Please avoid submitting materials using Publisher, Word, or other non-graphics programs. Be sure to include all art and photo files and all fonts used in the ad. We can also design an ad for you; see information below.

Please contact Nancy Koucky to email or FTP your electronic files, or for any questions regarding ad layout and design (239-233-3003 or nancyk@goodoldboat.com).

### We'll design your ad, if needed

We charge \$40 per hour to design your ad. After that, however, it's yours to use in other publications. At your request, we will also “pick up” an ad you have running in other publications. No problem. It's a thing publishers do.

### Rate policies

Ads are subject to acceptance by the publisher. Since we are already in the layout mode, cancellations are not possible after our published closing dates. No cash rebates are issued.

### Agreements

Once it is accepted, we assume your ad will run until you tell us otherwise unless we have a stated number of insertions specified. We won't bother you with paperwork and contracts. We don't take advantage of our advertisers, and we are treated fairly by them. We operate in an informal atmosphere with simple handshake agreements. We're known as a “kinder, gentler, publisher.” Try us.