



# WoodenBoat

## ADVERTISING MATERIAL SPECIFICATIONS

### 2024 Print Advertising Closing Dates

| Issue                  | Materials Due   | Publication Date |
|------------------------|-----------------|------------------|
| March/April #297       | January 5, 2024 | February 13      |
| May/June #298          | March 5         | April 16         |
| July/August #299       | May 6           | June 18          |
| September/October #300 | July 5          | August 13        |
| November/December #301 | September 5     | October 15       |
| January/February #302  | November 4      | December 10      |

## Specifications

Printed web offset. Perfect Bound.

**MAGAZINE SIZE:** 8.125" × 10.875" (trim).

For full page ads and spreads, please include a bleed. (Trim size for spreads equals 16.25" × 10.875".)

**BLEEDS: FULL PAGE ADS AND SPREADS ONLY.**

**For bleeds:** extend image area .125" outside trim area in all directions.

Total **full page** size 8.375" × 11.125"

Total **spread** size 16.5" × 11.125"

**For safety:** no live matter within .375" of trim

**Full page** safety area 7.375" × 10.125"

**Spread** safety area 7.375" × 10.125" **each page**

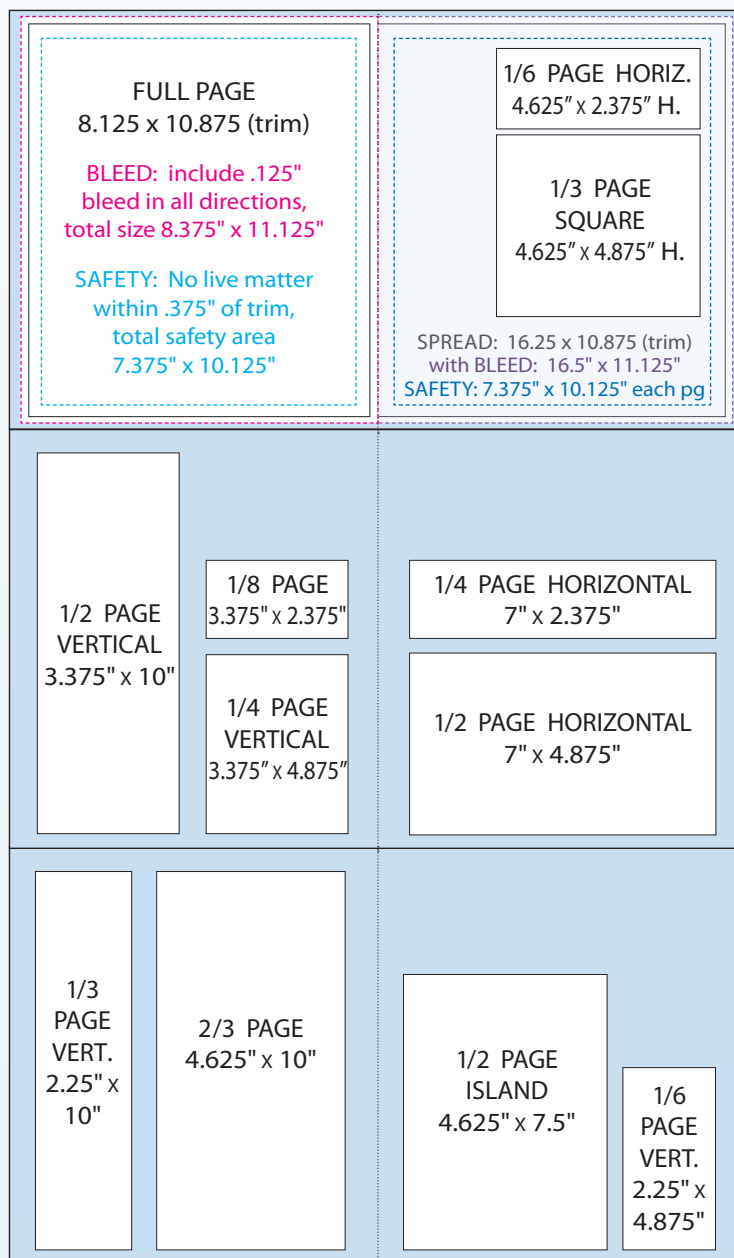
**COLOR:** Four-color process (SWOP standards).

**ART:** Art and photos **must be at least 300 dpi**. Art **must be CMYK**, not RGB or spot color.

**BORDERS:** Will be added at our discretion.

## File Types Accepted

- High Resolution PDF (at least **300 dpi**)
- Adobe CS6 or earlier—InDesign (packaged with all art and fonts); Photoshop or Illustrator.



## WOODENBOAT.COM ADVERTISING

### Top Banner

728 × 90 pixels – 200kb max  
+ 320 × 50 pixels for mobile phones

### Block

180 × 150 pixels – 200kb max

JPGs preferred. No flash or animation, please.  
Your web ad can link to your web site.

**With questions regarding advertising materials, please contact:**

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