



Official Program Display Ad Rates & Specifications

Receive a 10% Discount if You Reserve Your Ad by November 4th
Ad Files are Due December 16th

Full Page Live Area
7.5" x 9.75"
(Click here to see Page 2 of Specs for Instructions)

All Ad Sizes are Live Area. For Full page & Cover ads include bleed to **8.75" x 11.25"**
(Trim size is 8.25" x 10.75")

A .25" bleed is required for Full Page ads.

Half Page Horizontal
7.5" x 4.75"

Half Page Vertical
4.95" x 7.125"

Quarter Page Vertical
3.65" x 4.75"

1/4 Page

Quarter Page Horizontal
7.5" x 2.38"

1/4 Page

Eighth Page Vertical
2.38" x 3.65"

1/8

Eighth Page Horizontal
3.65" x 2.38"

1/8

ELECTRONIC SPECIFICATIONS:

Technical Specs: Print-Ready PDF preferred at 100% size. All fonts must be embedded. **We are not able to accept Microsoft files.** Images should be 300 dpi placed at the correct size. Images should not exceed 230% maximum density at 300 dpi. For predictable results, use CMYK process colors. Spot colors will be converted to closest process equivalents. We will not be responsible for the reproduction of graphic elements that do not meet these requirements.

E-MAIL ADS: Required materials are PDF files generated with Acrobat Distiller or Adobe InDesign. Same specs as above. Fonts must be embedded and images must be CMYK. For best results save PDFs with NO compression. E-mailed files must be under 10MB. For larger files we have an ftp site. Please also send a jpeg of the PDF for visual verification. **Email ads to: ads@seattleboatshow.com**

FILE DEADLINE: Electronic files are due **Friday, December 16th**.

PRODUCTION FEES: Ads that require modification by the production department (size adjustment, photo/logo modification, type corrections, etc.) will be subject to additional hourly fees at \$125.00 per hour. Late ads sent digitally will be subject to a \$50.00 late fee.

CANCELLATION: Cancellation of an ad or a change in its schedule must be received in writing before space reservation deadline. Ads cancelled after reservation deadline will be billed at 100%.

CHOOSE YOUR AD SIZE:		✓
Cover Pages:		
Back Cover	\$5,000	
Inside Front Cover	\$3,900	
Inside Back Cover	\$3,500	
Inside Pages:		
Full Page	\$2,900	
1/2 Page	\$2,100	
1/4 Page	\$1,500	
1/8 Page	\$950	
(All ads are 4 color)		

Advertiser Agreement

Company Name _____

Company Phone _____

Company Contact _____

Contact Email _____

Company Mailing Address _____

City _____ State _____ Zip _____

By signing below I agree to advertise in the 2016 Seattle Boat Show Program with the ad size indicated to the left. I understand payment must be made in full and electronic ad files prepared to specifications above must be provided by December 16, 2016

Authorizing Signature _____ Date _____

Please choose your ad size, fill out your information, sign and date this form and email to:

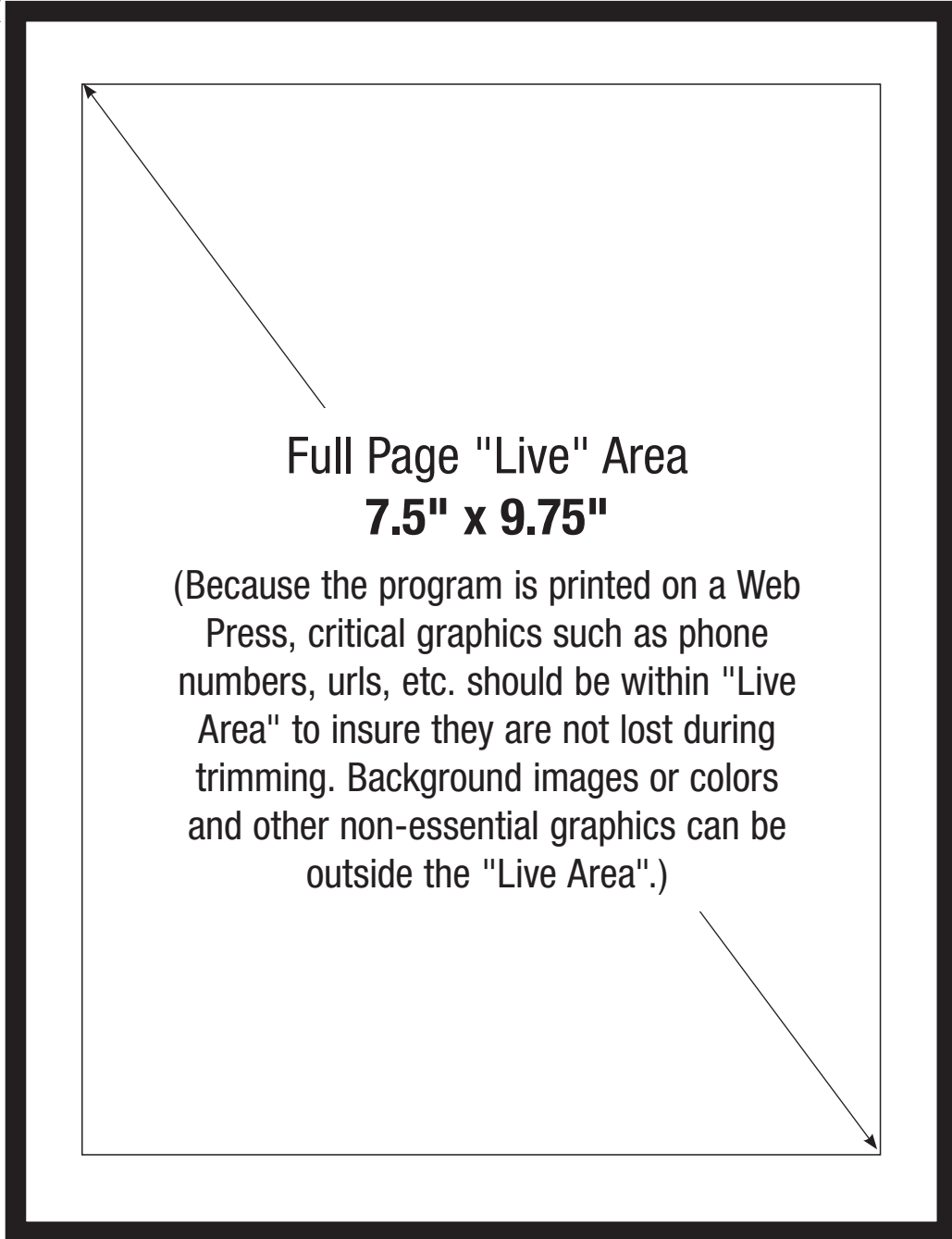
ads@seattleboatshow.com Payment instructions: Checks should be made payable to NMTA and mailed to:

NMTA, 1900 N Northlake Way, #233 Seattle, WA 98103-9087

For inquiries call NMTA at: 206-634-0911

.25" bleed

8.25" trim



**Full Page "Live" Area
7.5" x 9.75"**

(Because the program is printed on a Web Press, critical graphics such as phone numbers, urls, etc. should be within "Live Area" to insure they are not lost during trimming. Background images or colors and other non-essential graphics can be outside the "Live Area".)

10.75" trim

← Click here to go back to page 1 of specs