



# PROFESSIONAL BOATBUILDER

## ADVERTISING MATERIAL SPECIFICATIONS

### 2019 Print Advertising Closing Dates

Issue	Materials Due	Publication Date
February/March #177	December 5, 2018	January 17, 2019
April/May #178	February 5, 2019	March 18
June/July #179	April 5	May 16
August/September 180	June 5	July 17
October/November #181	August 5	September 18
December/January #182	October 7	November 18

## Specifications

Printed web offset. Perfect Bound.

**DOCUMENT SIZE:** 8.125" × 10.875" (trim).  
For full page ads, please include a bleed.

**BLEEDS:** Full page ads only.

**For bleeds:** extend image area .125" outside trim area in all directions (total document size 8.375" × 11.125"). **For safety:** no live matter within .375" of trim (total safety area 7.375" × 10.125").

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

**ART:** Art and photos must be 300 dpi. Line art and bitmaps can be as high as 600 dpi. **Art should be CMYK, not RGB or spot color.**

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

**URL LINKS:** To ensure your ad links to your web site in the digital issue, please include www. (example: www.proboat.com).

## File Types Accepted

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

## PROBOAT.COM SPECIFICATIONS

### Leaderboard and Banner

728 × 90 pixels  
+ 320 × 50 pixels for mobile phones

### Block

180 × 150 pixels – 25kb max

### 1/2 Block

180 × 75 pixels – 25kb max

## PROBOAT E-NEWS

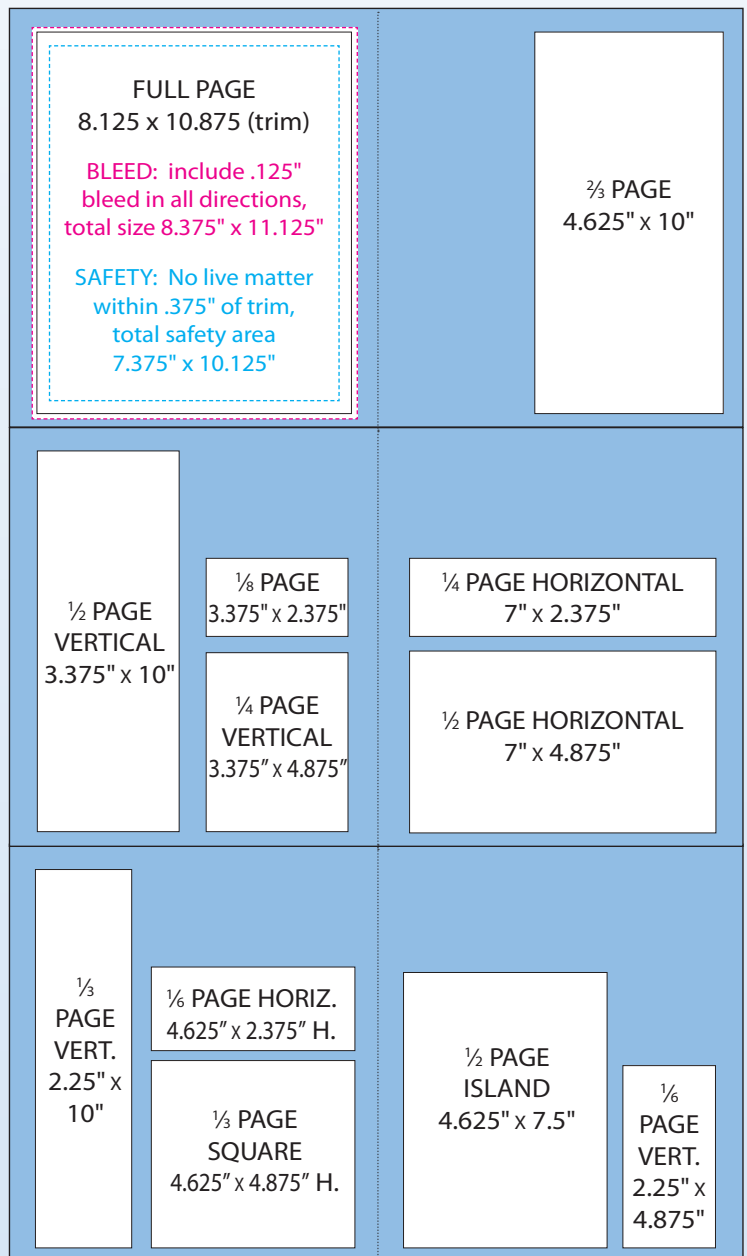
### Banner

530 × 76 pixels – 40kb max

### Block

180 × 150 pixels – 25kb 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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