



PROFESSIONAL BOATBUILDER

ADVERTISING MATERIAL SPECIFICATIONS

2020 Print Advertising Closing Dates

Issue	Materials Due	Publication Date
February/March #183	December 5, 2019	January 16, 2020
April/May #184	February 5, 2020	March 17
June/July #185	April 6	May 18
August/September #186	June 5	July 16
October/November #187	August 5	September 17
December/January #188	October 5	November 18

Specifications

Printed web offset. Perfect Bound.

MAGAZINE 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 *must 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

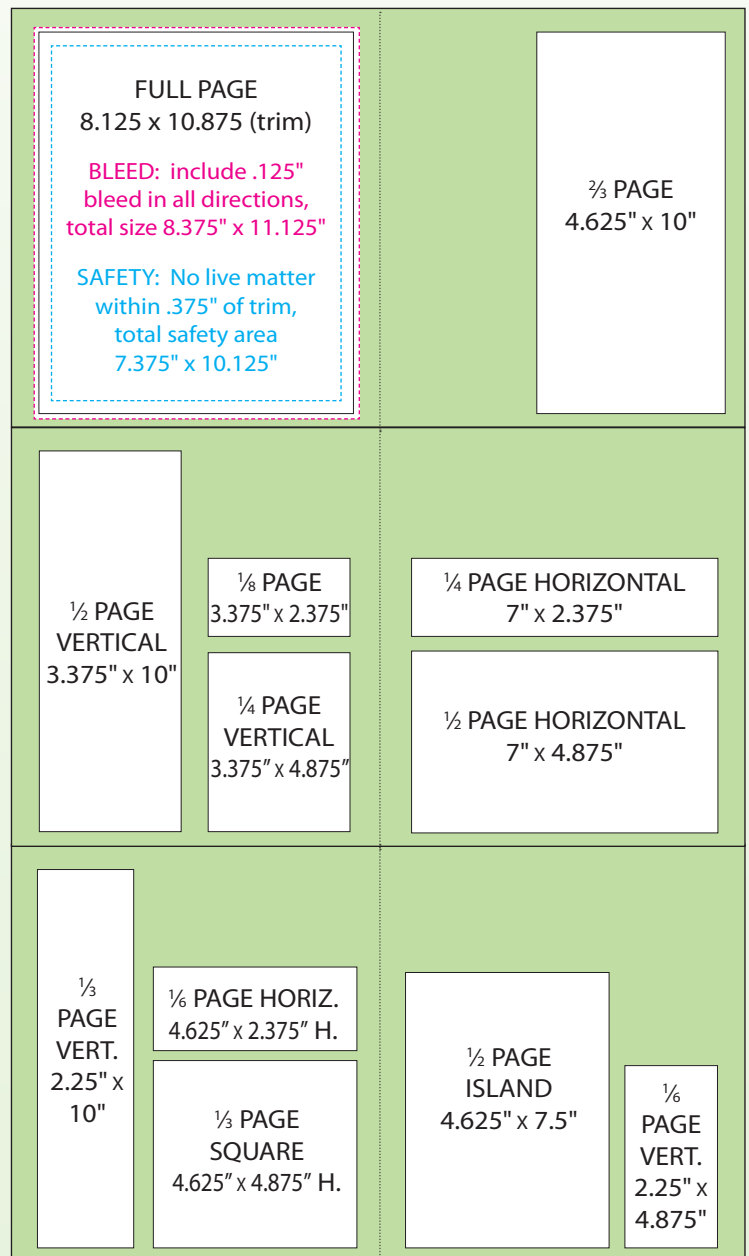
Banner

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:

Lis Ingoldsby: 207-359-4651

Email: lis@proboat.com