



PROFESSIONAL BOATBUILDER

ADVERTISING MATERIAL SPECIFICATIONS

2021 Print Advertising Closing Dates

Issue	Materials Due	Publication Date
February/March #189	December 7, 2020	January 19, 2021
April/May #190	February 5, 2021	March 16
June/July #191	April 5	May 18
August/September #192	June 7	July 20
October/November #193	August 5	September 16
December/January #194	October 5	November 18

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.

PROBOAT.COM SPECIFICATIONS

Leaderboard and Banner

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

Block

180 × 150 pixels – 200kb max

½ Block

180 × 75 pixels – 200kb max

PROBOAT E-NEWS

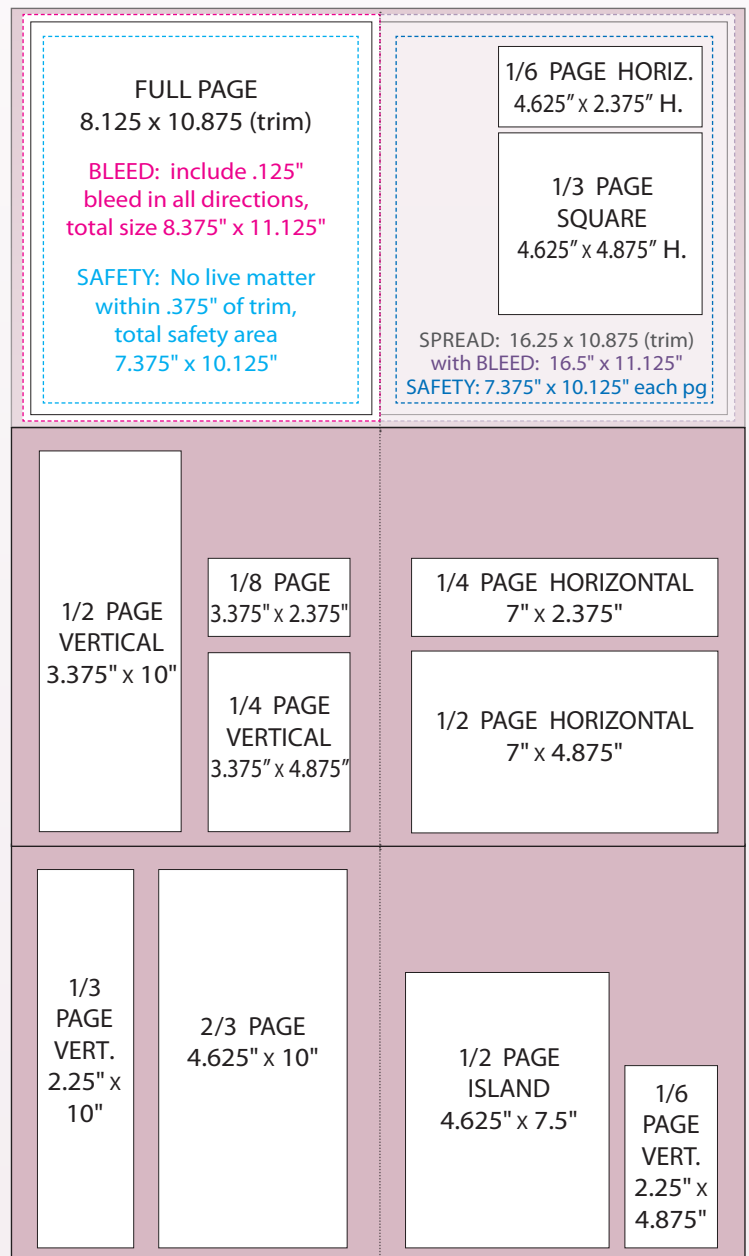
Banner

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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