



# PROFESSIONAL BOATBUILDER

## ADVERTISING MATERIAL SPECIFICATIONS

### 2022 Print Advertising Closing Dates

Issue	Materials Due	Publication Date
February/March #195	December 6, 2021	January 19, 2022
April/May #196	February 7, 2022	March 16
June/July #197	April 5	May 18
August/September #198	June 6	July 21
October/November #199	August 5	September 15
December/January #200	October 5	November 17

### 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

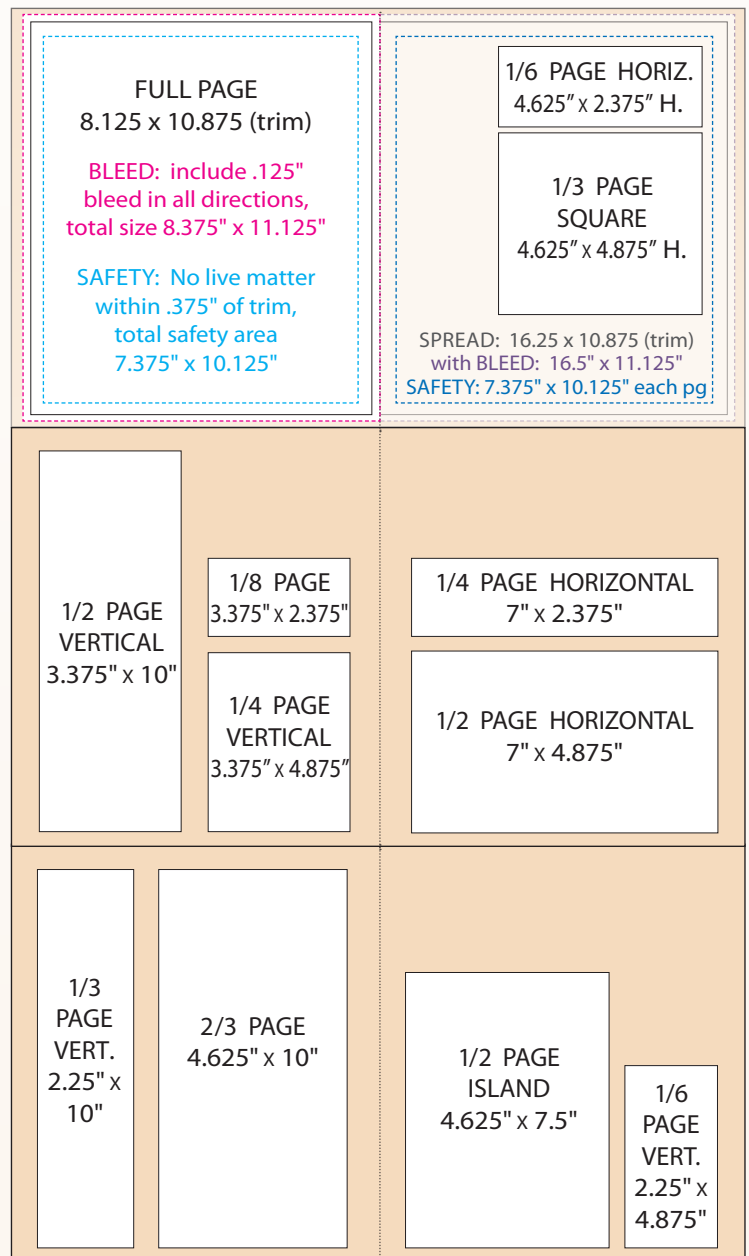
**Leaderboard and Banner**  
728 × 90 pixels – 200kb max  
+ 320 × 50 pixels for mobile phones

**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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