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YEAR 2008 ARTS & ARTISANS ADVERTISING RATES & SCHEDULE

RATE CARD #21 • EFFECTIVE JANUARY 1, 2008

ARTS & ARTISANS *

Black & White	1X	3X	5X
Full Page	\$2,755	\$2,530	\$2,265
1/2 Page	1,625	1,530	1,320
1/3 Page	1,235	1,040	930
1/4 Page	875	825	720
1/6 Page	675	565	515
1/8 Page	440	435	355
Four Color			
Full Page	\$3,690	\$3,390	\$2,955
1/2 Page	2,220	2,050	1,775
1/3 Page	1,705	1,555	1,345
1/4 Page	1,250	1,155	1,020
1/6 Page	840	775	665

*These rates are non-commissionable.

CLOSING DATES

Issue	Closing Date
February/March	December 1
April/May	February 1
June/July	April 1
Boat Show	June 1
Winter	September 10

OUR READERS

Over the past 21 years, our readers have proven themselves to be active buyers of boats, boating gear, waterfront homes, marine art, Maine antiques, high-end travel services and fine food.

Below are highlights from our recent readership survey.

MECHANICAL REQUIREMENTS

Size	Dimensions (width x height)
Full Page (trim: 8.125 x 10.875")	..7 x 10"
2/3 Page	4 $\frac{3}{8}$ x 10" (4.625 x 10)
1/2 Island	4 $\frac{3}{8}$ x 7 $\frac{1}{2}$ " (4.625 x 7.5)
1/2 Page Vertical	3 $\frac{3}{8}$ x 10" (3.375 x 10)
1/2 Page Horizontal	7 x 4 $\frac{7}{8}$ " (7 x 4.875)
1/3 Page Square	4 $\frac{3}{8}$ x 4 $\frac{7}{8}$ " (4.625 x 4.875)
1/3 Vertical.....	2 $\frac{1}{4}$ x 10" (2.25 x 10)
1/4 Page Vertical	3 $\frac{3}{8}$ x 4 $\frac{7}{8}$ " (3.375 x 4.875)
1/4 Page Horizontal	7 x 2 $\frac{3}{8}$ " (7 x 2.375)
1/6 Page Vertical	2 $\frac{1}{4}$ x 4 $\frac{7}{8}$ " (2.25 x 4.875)
1/6 Page Horizontal	4 $\frac{3}{8}$ x 2 $\frac{3}{8}$ " (4.625 x 2.375)
1/8 Page	3 $\frac{3}{8}$ x 2 $\frac{3}{8}$ " (3.375 x 2.375)
1/16 Page	3 $\frac{3}{8}$ x 1 $\frac{1}{8}$ " (3.375 x 1.125)

Readership: 20,000/issue
 (New England distribution is 58% of the total)

Household Income:	\$281,519
Household Net Worth:	\$4,515,000
Own two or more homes:	41%
Own a boat:	91%
Own three or more boats:	37%
Collect art and antiques:	65%
Have done business with our advertisers:	76%
Read each of the last four issues:	92%
Save every issue:	65%
Refer to each issue four or more times:	38%
Total readership (includes pass along):	104,200