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YEAR 2008 CLASSIFIED ADVERTISING RATES & SCHEDULE

RATE CARD #21 • EFFECTIVE JANUARY 1, 2008

SPECIFICATIONS

Display Classified Rates: A display classified is measured by column inches instead of words. One inch equals one block. Display classifieds may be as many as four blocks. A discount is available for five consecutive insertions.

Make-up requirements: Two or more blocks may include a photo, logo, or illustration (no slides or transparencies). One block holds an average of 20 words. Two blocks hold an average of 40 words, or 20 words plus one illustration, and so on, up to four blocks.

Payment must accompany order, payable by check, money order, Visa, or MasterCard (include name, card number, and expiration date). Call **800-565-4951** for more information.

DISPLAY CLASSIFIED RATES AND SIZES

Two Blocks:
\$185 one-time rate
\$145 five-time rate

Make-ups:
 40 word maximum,
 no image, or
 20 word maximum,
 one image.

One Block:
\$100 one-time rate
\$75 five-time rate
 20 word maximum
*(no pictures or logos,
 single line frame)*

*Classified headings
 by category—
 choose from existing
 or suggest your own.*

Three Blocks:
\$270 one-time rate
\$210 five-time rate

Make-ups:
 60 word maximum,
 no image, or
 40 word maximum,
 one image

Two Blocks:
\$185 one-time rate
\$145 five-time rate

Make-ups: 40 word maximum, no image, or
 20 word maximum, one image.

Four Blocks:
\$370 one-time rate
\$290 five-time rate

Make-ups:
 80 word maximum, no image, or
 40 word maximum, one image

BY-THE-WORD RATES

Classified rates – by-the-word:
 \$50 minimum, \$3.15 per word, per insertion. Count each word of the address separately. Telephone numbers count as one word. E-mail addresses count as three.

MATERIAL CLOSING DATES

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

MECHANICAL REQUIREMENTS & DIGITAL IMAGE FORMATS

	Dimensions (W x H)
1 block	1 $\frac{1}{6}$ x 1" (1.5625 x 1)
2 block (v)	1 $\frac{1}{6}$ x 2" (1.5625 x 2)
2 block (h)	3 $\frac{3}{8}$ x 1" (3.375 x 1)
3 block (v)	1 $\frac{1}{6}$ x 3" (1.5625 x 3)
4 block	3 $\frac{3}{8}$ x 2" (3.375 x 2)

Images: Tiff, EPS or JPEG files.

Macintosh platform. QuarkXPress 4.1-6.5 with fonts & images included.

We do not accept: PDF, MS Publisher, Corel Draw, or Microsoft Word files.

Four-color image: 300 dpi placed at 80-100%, CMYK process

Black & White image: 266-300 dpi placed at 80-100%, greyscale

Line Drawings: 800-1200 dpi, bitmap image placed at 80-100%