



September 14 – 17, 2017 Boats Afloat Show – South Lake Union

## Program Ad Insertion Order

[www.boatsafloatshow.com](http://www.boatsafloatshow.com)

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Camera Ready Artwork Due: August 16, 2017**

Ad Size (check one):

- Outside back cover @ \$1,200 -- *(first come first serve, call for avail.)*
- Left front inside page @ \$1,200 -- *(first come first serve, call for avail.)*
- Right front inside page @ \$1,200 -- *(first come first serve, call for avail.)*
- Inside back cover @ \$1,200 -- *(first come first serve, call for avail.)*
- Full Page @ \$850
- ½ Page @ \$500

Who is producing your ad? (Check one):

- G Force producing ad *(service fees from G-Force will apply)*
- Producing your own camera ready ad

**Questions? Need help? Contact:**

Leeann Warren

Email: [leeann@nwyachtbrokers.com](mailto:leeann@nwyachtbrokers.com)

Northwest Yacht Brokers Association

Ph: 206.748.0012 Fax: 206.748.0161

## **SEATTLE BOATS AFLOAT SHOW 2017: Program Ad Rates, Sizes, Cost & Production Information**

What better way to supplement your display at the Boats Afloat Show than with advertising in the show program. Eight thousand copies are printed on glossy paper and includes layout of the show, event information, i.e., shuttle schedule, entertainment, and a list of all the exhibitors, including addresses, phone numbers, websites, and email addresses. Many attendees leave the show with the program and keep it as a reference for contact information throughout the year. Don't miss this opportunity to market your business to a highly targeted audience.

### **DEADLINES**

**ASAP** – Camera ready ads to G Force for program insertion

**AUGUST 16, 2017** – Last day to submit a camera ready ad for the program

### **PRODUCTION INFORMATION**

You can send us your **camera-ready ad** for the program, or you can contact Dirk Mynatt at G Force to produce your ad (he will bill you directly for the production cost).

### **AD SIZES**

- **Full-page:** 8.5" x 11" (trim size) Add 1/8" for bleed – no live matter within .375" of final trim
- **1/2 page horizontal:** 7.75" W x 4.875" H (non-bleed)
- **1/4 page vertical:** 3.75" W x 4.875" H (non-bleed)

### **ACCEPTABLE FILE TYPES**

**PDFX-1a** – High resolution with fonts embedded is the preferred file format for all ads.

**TIFF** or **JPEG** will be accepted but be sure they are at least 300 dpi.

**EPS** files out of drawing programs should be saved as an EPS (not the native format) and have all images embedded and all type outlined.

**Native App. Files** will be accepted of the following types: Quark, InDesign, Photoshop, Illustrator preferably only as backup to the "locked" files

### **UNACCEPTABLE FILE TYPES**

Microsoft Publisher, Word, Powerpoint, Pagemaker

### **MEDIA**

Email Hi- Res PDF's to: [dirkm@gforceseattle.com](mailto:dirkm@gforceseattle.com)

Files should be Stuffed or Zipped before sending.

*Additional Charges: Advertiser-submitted files that are not output ready or do not meet our specifications will incur an additional prep charge of \$100 per hour, billable in quarter-hour increments.*

### **SEND PROGRAM ARTWORK TO:**

#### **G Force**

Attn: Dirk Mynatt

2613 5<sup>th</sup> Ave.

Seattle, WA 98121

**Phone:** 206-374-9787

**Fax:** 206-374-9778

**Email:** [dirkm@gforceseattle.com](mailto:dirkm@gforceseattle.com)