

55 Hammarlund Way  
Middletown, RI 02842  
Tel: 401-845-5100  
Fax: 401-845-5180  
www.powercruisingmag.com

**SALLY HELME**  
Publisher  
Tel: 401-845-5105  
Fax: 401-845-5180  
sally.helme@bonniercorp.com

**CLAUDETTE CHAISSON**  
Advertising Director  
West Coast & Pacific Rim  
Tel: 760-943-6681  
Fax: 760-943-0665  
claudette.chaisson@bonniercorp.com

**DAVID GILLESPIE**  
Central US & Eastern Canada  
Tel: 303-973-8636  
Fax: 303-973-1745  
david.gillespie@bonniercorp.com

**MICHAEL TAMULAITES**  
New England & Northern Europe  
Tel: 401-845-5146  
Fax: 401-845-5180  
michael.tamulaites@bonniercorp.com

**VITO MICELI**  
Mid-Atlantic, Southeast U.S., & Caribbean  
Tel: 954-463-4004 ext. 12  
Fax: 954-463-4080  
vito.miceli@bonniercorp.com

**MICHELLE ROCHE**  
Classified & Special Sections Manager  
Tel: 401-845-5140  
Fax: 401-845-5180  
michelle.roche@bonniercorp.com

**JENNIFER DAVIES**  
Special Sections Sales  
Tel: 401-845-5152  
Fax: 401-845-5180  
jennifer.davies@bonniercorp.com

### NON MARINE SALES

**Detroit**  
**RPM ASSOCIATES**  
**LIZ HOLOWATY**  
Tel: 248-230-3777  
Fax: 248-230-3780  
liz@rpmassoc.com

**West Coast**  
**MEDIACENTRIC**  
**STEVE THOMPSON**  
Tel: 415-435-4678  
Fax: 415-435-8099  
stevet@mediacentricinc.com

Distribution: 55,000

Frequency: 6 Issues (Bi-Monthly)

### BROKER/DEALER SECTION

The Broker/Dealer section is available only to brokers, dealers, marinas, powerboat organizations and bona fide marine-oriented, non-profit organizations and other such service-oriented concerns.

A dealer may advertise new boats in the Broker/Dealer section provided that at least 50% of the ad space is occupied by used boat advertising. If more than 50% of the space is devoted to new boat advertising, a 50% surcharge will be applied to the rate.

NO AGENCY DISCOUNTS OR MATERIAL DISCOUNTS ALLOWED.

### BROKER/DEALER RATES

4-COLOR	1X	3X	6X
Full Page	\$3,085	\$2,775	\$2,465
1/2 Page	2,005	1,800	1,600
1/4 Page	1,270	1,145	1,020

For those advertisers already running in Cruising and/or Sailing World, an additional 10% discount may be given.

Black & White Rates: Deduct 10%

CLASSIFIED RATES: Power Cruising: \$3.10 per word. 15 word minimum. No discounts. Payment must accompany order.

### RATE CARD TERMS & CONDITIONS

- Rates on this card are effective with the Jan/Feb 2008 issue and are stated and payable in U.S. dollars.
- Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
- All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertisers index.
- Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
- Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency.

- Positioning of advertisements is at the discretion of the Publisher except where request for a specific position is granted, in writing, by the Publisher.
  - Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner.
  - Advertiser and its Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay attorney fees, expenses, and costs incurred in connection with collection of all monies due.
  - Advertiser and its Agency warrant that they are properly authorized to publish the entire contents and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by the Advertiser and its Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. Advertiser and its Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.
  - Until credit is approved, advertisements are run on a pre-paid basis only. Terms are Net 30 with approved credit.
  - Contracts must be completed within one year from date of first insertion. Agent or advertiser agrees to pay short rate for incomplete contracts.
  - Not responsible for advertising materials left after one year.
  - Power Cruising subscription price \$24.95 per year for six issues. Single copies \$4.99.
- See back for mechanical specs.

### 2008 SCHEDULE

	Space Close	Material Due	On Sale
Jan/Feb	11/12/07	11/16/07	01/01/08
Mar/Apr	01/14/08	01/18/08	03/04/08
May/June	03/13/08	03/17/08	04/29/08
Jul/Aug	05/09/08	05/12/08	07/01/08
Sept/Oct	07/14/08	07/17/08	09/02/08
Nov/Dec	09/11/08	09/15/08	10/28/08

## MECHANICAL SPECS

### Digital Requirements

Power Cruising uses a digital workflow and we require that all ad materials be submitted in a digital format. Supplied materials that do not comply with the following specifications will be corrected and the advertiser will be billed for the required production.

**Format:** PDF/X-1a is the preferred file format for submission. When preparing PDF/X-1a files, careful attention must be paid to insure they are properly created and will reproduce correctly. Please see <http://www.adobe.com/products/acrobat/pdfs/pdfx.pdf> for guidelines and instructions.

*Other file formats such as InDesign and Quark Express native files with associated fonts and graphics will be accepted during the transition to PDF/X-1a as the required format until June 1, 2009. After that date additional production charges may apply to convert to PDF/X-1a.*

**Ad Sizes:** All ads must be created to exact size specifications on the rate card or will incur charges for re-sizing. No live matter within 1/4" of gutter or trim on full page or spread ads.

**Proofs:** For full page and spread ads, advertisers MUST submit a contract-level digital proof at 100% that conforms to SWOP standards (including a color bar) for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs include: Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, Fuji Final Proof.

*Proofs are required regardless of delivery mode. If contract proof is not supplied, we will generate an Epson proof at a charge of \$42 per page.*

**The publisher and printer will not accept responsibility when contract proofs are not submitted.**

**Media Transfer:** CD-ROM, DVD

**Electronic Transmissions:** Ad files can be delivered via our Ad Portal at <http://www.rrd-lpc.com/bonnier>. For ads supplied electronically advertiser must supply an additional content proofing file. If one is not supplied, a confirmation PDF proof at a charge of \$11 will be sent to advertiser for approval and an Epson proof will be made at \$42 per page for full page ads and spreads.

**We do not accept ads via e-mail.**

Electronic files are stored for one year only, unless otherwise requested in writing.

Production and prepress services are available; rates upon request.

Printed web offset, perfect bound.

Inserts: Consult your advertising representative.

### Broker/Dealer Ad Sizes

Trim-size: 8" x 10 3/4"

#### Non-Bleed

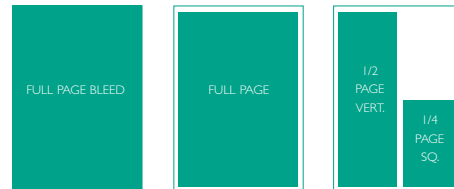
Full page	7" x 10"	178 mm x 254 mm
1/2 page (horizontal)	7" x 4 7/8"	178 mm x 124 mm
1/2 page (vertical)	3 5/16" x 10"	84 mm x 254 mm
1/4 page (square)	3 5/16" x 4 7/8"	84 mm x 124 mm

#### Bleed

Full page	8 1/4" x 11"	210 mm x 279.4 mm
1/2 page (horizontal)	8 1/4" x 5 1/2"	210 mm x 140 mm
1/2 page (vertical)	4" x 11"	102 mm x 279 mm
Gutter spread	15 1/8" x 10"	384 mm x 279 mm
Bleed spread	16 1/4" x 11"	413 mm x 279 mm

No live matter allowed within 5/16" (8 mm) of final trim size.

All live bleed image must extend 1/8" past the trim line.



## SHIPPING INFORMATION

Questions? Please contact your Advertising Services Manager at 407-571-4798

For ALL Brokerage ads and any ads requiring design/ production services, please submit photos, copy, materials, and logos. Production charges will be billed.

Ship to:

Power Cruising  
Advertising Services Manager  
460 N. Orlando Avenue Suite 200, Winter Park, FL 32789  
407-571-4798

If production services are required, material must be received one week prior to the normal closing date.

Final ad material (ready to print), ship to:

RR Donnelley & Sons  
Lancaster Premedia Center  
Attn: Power Cruising  
Ad Management Module  
216 Greenfield Road, Lancaster, PA 17601  
717-481-2851

### For More Detailed Digital Information

Contact your Power Cruising ad services manager at 407-571-4798.