

## ADVERTISING DISPLAY RATES

EFFECTIVE JANUARY 2008

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### NON MARINE SALES

**Detroit**  
**RPM ASSOCIATES**  
**LIZ HOLOWATY**  
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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)

### DISPLAY RATES

4-COLOR	1X	3X	6X
Full Page	\$6,485	\$5,835	\$5,185
2/3 Page	5,195	4,670	4,150
1/2 Page Island	4,635	4,170	3,710
1/2 Page	4,210	3,790	3,370
1/3 Page	3,300	2,970	2,645
1/4 Page	2,680	2,405	2,140

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.

f. Positioning of advertisements is at the discretion of the Publisher except where request for a specific position is granted, in writing, by the Publisher.

g. 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.

h. 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.

i. 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.

j. Until credit is approved, advertisements are run on a pre-paid basis only. Terms are Net 30 with approved credit.

k. Contracts must be completed within one year from date of first insertion. Agent or advertiser agrees to pay short rate for incomplete contracts.

l. Not responsible for advertising materials left after one year.

m. 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.

**Preferred Format:** PDF/X-1a format 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/pdfs.pdf> for guidelines and instructions.

**Accepted Formats:** InDesign or QuarkXpress for Macintosh with associated graphic files and fonts. Files should conform to SWOP guidelines and total area density should not exceed 300%. View specifications online at [www.swop.org](http://www.swop.org).

**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.

**Fonts:** All native format files must be accompanied by the screen and printer fonts used in those files. Apple TrueType fonts should not be used. Black type on white background should be defined as 100% black **ONLY**.

**Photos:** All 4-color scans must be 300 dpi in CMYK. All B/W scans must be 300 dpi grayscale. If RGB images are in supplied file, we will automatically convert to CMYK at \$15 per image.

**Graphics:** TIFF; EPS (for Illustrator and Freehand EPS files, fonts must accompany file even if text has been converted to paths); JPEG (charges will be added for images requiring conversion to TIFF or EPS).

*To ensure you have all the necessary files, including fonts, use the InDesign "Package" feature or Quark "Collect For Output"*

Other Desktop Application Files such as Illustrator or Photoshop are also accepted.

**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.

### Display Ad Sizes

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

#### Non-Bleed

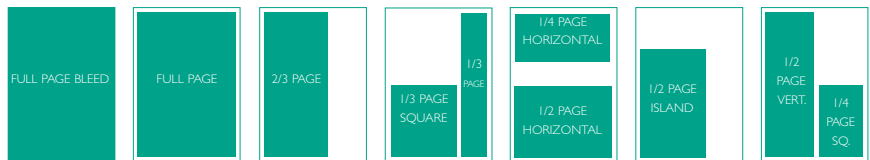
Full page	7" x 10"	178 mm x 254 mm
2/3 page	4 5/8" x 10"	118 mm x 254 mm
1/2 page (horizontal)	7" x 4 7/8"	178 mm x 124 mm
1/2 page (island)	4 5/8" x 7 1/2"	118 mm x 191 mm
1/2 page (vertical)	3 5/16" x 10"	84 mm x 254 mm
1/3 page (vertical)	2 1/4" x 10"	57 mm x 254 mm
1/3 page (square)	4 5/8" x 4 7/8"	118 mm x 124 mm
1/4 page (square)	3 5/16" x 4 7/8"	84 mm x 124 mm
1/4 page (horizontal)	7" x 2 3/8"	178 mm x 60 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.