



# Advertising Contract 2011

## Ad Sizes

Cover ads (4-color):  
 inside covers and outside back cover:  
 Full Page: 8" w x 11" h  
 1/2 Page horiz.: 8" w x 5.25" h  
 –add 1/8" for bleed on all sides for cover ads

Inside ads (greyscale):  
 Full Page (inside): 7" w x 10" h  
 1/2 Page vertical: 3.5" w x 10" h  
 1/2 Page horizontal: 7" w x 5" h  
 1/2 Page island: 4.625" w x 7.5" h  
 1/3 Page: 4.625" w x 5" h  
 1/4 Page: 3.5" w x 5" h  
 1/6 Page vertical: 2.25" w x 5" h  
 1/6 Page horizontal: 4.625" w x 2.5" h  
 1/8 Page vertical: 2.25" w x 3.75" h  
 1/8 Page horizontal: 3.5" w x 2.5" h  
 1/12 Page: 2.25" w x 2.5" h  
 1/16 Page: 2.25" w x 2" h

## Ad Rates

Outside back cover (4-color):  
 Full Page: \$750

Inside front or back cover (4-color):  
 Full Page: \$720  
 1/2 Page horiz. \$357

Inside pages (greyscale):  
 Full page: \$420  
 1/2 page: \$213  
 1/3 page: \$139  
 1/4 page: \$107  
 1/6 page: \$71  
 1/8 page: \$52  
 1/12 page: \$34  
 1/16 page: \$26

**Atlantic Coastal Kayaker** is published in eight issues, March through December.

### Publisher/Editor/Billing

Tamsin Venn  
 PO Box 520  
 Ipswich MA 01938  
 (978) 356-6112 (tel,fax)  
 ackayak@comcast.net

### Website

www.atlanticcoastalkayaker.com

### Layout

David Eden  
 dweden@atlanticcoastalkayaker.com

**Deadline for all materials is the first of the month preceding the month of publication.**

*Pre-pay or 30-day open account offered.*

Design and layout new ad: Free of charge

### Submission Guidelines:

Send your ad (PDF, INDD, JPG, GIF) to ackayak@comcast.net

## 2011 ADVERTISING AGREEMENT

NAME OF COMPANY \_\_\_\_\_

Contact Person with phone or email: \_\_\_\_\_

### Advertising Instructions:

Space Size (see above) \_\_\_\_\_

- I agree to advertise with Atlantic Coastal Kayaker for eight issues, March through December 2010 (Note July/August and November/December issues are combined.) and receive 5 percent discount.
- Or I wish to advertise for the following months: \_\_\_\_\_
- I would like to receive the password for the monthly electronic version of the magazine.

**Please mail or fax ad contract to (978) 356-6112**