



2008 PRINT ADVERTISING

DISPLAY RATES 4 COLOR per insertion

Page Size	12x	8x	4x	1x
Full Page Premium	\$1720	\$1860	\$1960	\$2120
Full Page	\$1470	\$1560	\$1640	\$1720
2/3 Page	\$1100	\$1170	\$1230	\$1290
1/2 Page	\$885	\$935	\$990	\$1075
1/3 Page	\$665	\$700	\$740	\$805
1/4 Page	\$465	\$505	\$530	\$580
1/6 Page	\$350	\$375	\$395	\$435

Business card ads are available in our special business card section.

Ask about our special discounts for adding an advertisement in **PropTalk** to your schedule.

DISPLAY ADVERTISING SIZE

Page Size	Width (inches)	Height (inches)
Full (non bleed)	7.25	9.5
Full (bleed) *	9	11.5
2/3 Page	4.78	9.5
1/2 Page (i)	4.78	7
1/2 Page (h)	7.25	4.625
1/3 Page	4.78	4.625
1/4 Page	3.54	4.625
1/6 Page	4.78	2.25

* Trim Size: 8 x 10 1/2, Keep live matter within 7.5 x 10

FILES ACCEPTED

- PDF (optimized for print)
- EPS (with fonts converted to curves and embedded graphics)
- High resolution (300 dpi +) TIFF or JPEG. (CMYK)

PRODUCTION CHARGES

- For files that do not meet spec, additional charges apply.
- In-house time advertising change/create charge: \$75-\$150

AD SPACE RESERVATIONS & ARTWORK

Are due by the 10th of the month prior to publication.

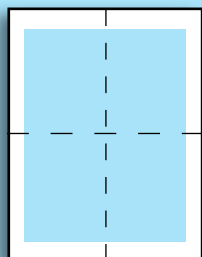
CAMERA READY SUBMISSIONS

Are due by the 14th of the month prior to publication.

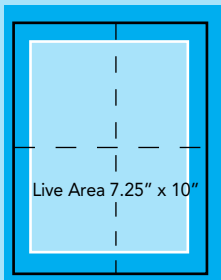
SUBMISSIONS TO:

SpinSheet Magazine
612 Third St., Ste 3C, Annapolis, MD 21403
production@spinsheet.com
(410) 216-9309

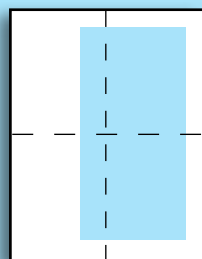
For ftp instructions contact
production@spinsheet.com



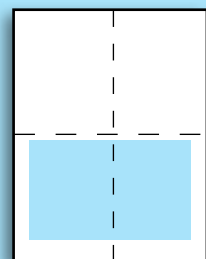
Full Page



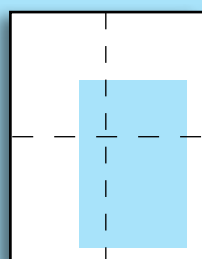
Full Page Bleed *



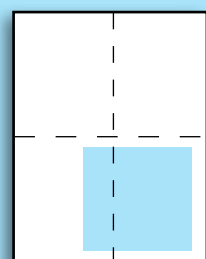
2/3 Page



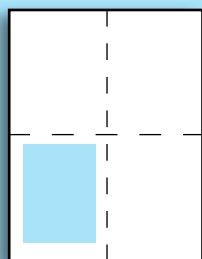
1/2 Page (h)



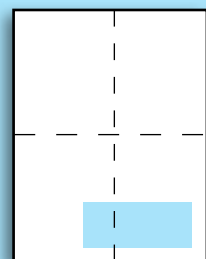
1/2 Page (i)



1/3 Page



1/4 Page



1/6 Page

SpinSheet is printed primarily on newsprint.

We reach more Chesapeake Bay sailors than any other publication. We distribute between **25,000** and **40,000** copies monthly, and 100% of our readers are interested in sailing on the Chesapeake Bay.

SpinSheet Magazine is easy to find at over **750** carefully selected, closely monitored locations throughout the mid-Atlantic - MD, VA, PA, DC, NJ, DE, as well as at West Marine and Boater's World locations in the major maritime centers on the east coast.

Active and would-be sailors find **SpinSheet** at marine centers, restaurants, visitor centers, yacht clubs, major regattas, and cruising rallies.

Chesapeake sailors turn to **SpinSheet** first for news and the answers to their sailing questions. **SpinSheet** is the sailing authority on the Chesapeake Bay.

In every issue: Dock Talk, Chesapeake Calendar, Used Boat Marketplace, Club Notes, Chesapeake Tide Tables, Chesapeake Racing Beat, Brokerage Section, and Classifieds.

SpinSheet is the magazine by, for, and about Chesapeake Bay sailors. Every issue features coverage of the boats, clubs, events, adventures, and personalities that make the Chesapeake one of the world's premier sailing grounds.



2008 EDITORIAL CALENDAR

January

- Key West Race Week Preview
Distributed at the Baltimore Boat Show/Sail Fest, January 23-27 and at Key West Race Week, January 21-25

February

- Kids' Sailing
- Key West Race Week Wrap-Up

March

- Spring Commissioning
- Chesapeake Marinas
First Day of Spring, March 20

April

- Adult Sailing Schools
- Chartering the Chesapeake

May

- New Life For Old Boats
- Mid-Week Racing
- Maryland Maritime Heritage Festival (Annapolis 300)
Distributed at the Maryland Maritime Heritage Festival, Annapolis, May 2-4

June

- Annapolis to Bermuda Race and Offshore Preview
- July 4th/Fireworks Planner

July

- Solomons/Screwpile 2007
- July 4th/Fireworks Planner
**SpinSheet Screwpile Event Publication*

August

- Focus on Oxford
- Labor Day Planner

September

- U.S. Sailboat Show Preview
- Governor's Cup Coverage

October

- U.S. Sailboat Show Issue
- Boatshow Charter Primer
- Southbound Cruisers
- Schooner Race Preview
Distributed at the U.S. Sailboat Show, Annapolis, October 9-13

November

- Winter Charter Getaways
- Winterizing Your Boat

December

- Holiday Gifts for Sailors
- Lights Parade Guide

SpinSheet Magazine

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