



2009 PRINT ADVERTISING

DISPLAY RATES 4 COLOR per insertion

Page Size	12x	8x	4x	1x
Full Page Premium	\$1770	\$1915	\$2020	\$2185
Full Page	\$1515	\$1605	\$1690	\$1770
2/3 Page	\$1135	\$1205	\$1265	\$1330
1/2 Page	\$910	\$965	\$1020	\$1105
1/3 Page	\$685	\$720	\$760	\$830
1/4 Page	\$480	\$520	\$545	\$595
1/6 Page	\$360	\$385	\$405	\$450

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



We reach more Chesapeake Bay sailors than any other publication. We distribute an average of **30,000** 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.

Connect With Chesapeake Bay Sailors

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.



2009 EDITORIAL CALENDAR

January

- Baltimore Boat Show Issue
- *Bonus distribution inside the Show*
- Key West Race Week Preview

February

- Winter Learning Issue
- Kids' Sailing
- Key West Race Week Wrap-Up
- Southern Racing

March

- Spring Commissioning
- Chesapeake Marinas
- More Southern Racing

April

- Bay Bridge Boat Show Issue
- *Bonus distribution inside the Show*
- Adult Sailing Schools
- Chartering the Chesapeake

May

- New Life For Old Boats
- Mid-Week Racing
- Spring Sails Event

June

- Youth and Collegiate Racing
- July 4th/Fireworks
- Annapolis to Newport Race
- Racing on the Upper Chesapeake

July

- Solomons/Screwpile 2009
- Rendezvous and Summer Cruising
- Mid-Summer Dream - Boats and Cool Stuff on the scene

August

- Focus on Oxford
- Screwpile Coverage

September

- U.S. Sailboat Show Preview
- Caribbean 1500 and Southbound Cruising

October

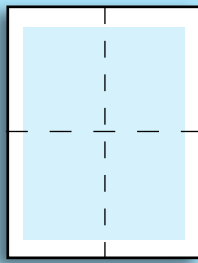
- U.S. Sailboat Show Issue
- *Bonus distribution inside the Show*
- Southbound Cruising
- Visit Annapolis

November

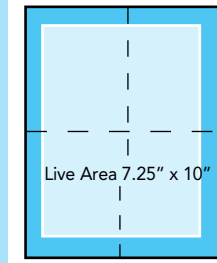
- Winter Charter Getaways
- Winterizing Your Boat
- Sneak Peek at Holiday Gifts
- Lights Parades

December

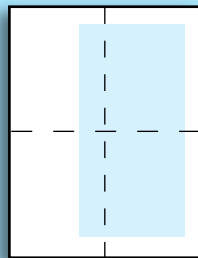
- Holiday Gifts for Sailors
- Do It Issue



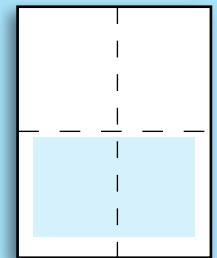
Full Page



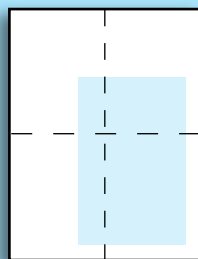
Full Page Bleed *



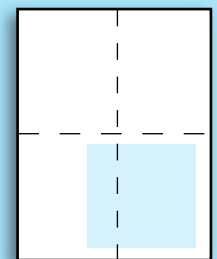
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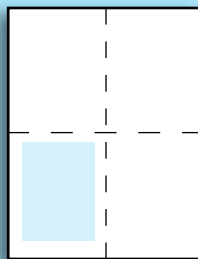
1/2 Page (h)



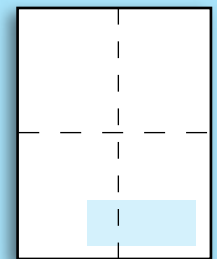
1/2 Page (i)



1/3 Page



1/4 Page



1/6 Page

SpinSheet is printed primarily on newsprint.



SpinSheet Magazine

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