

Yachtsman BAY & DELTA

Let us be a part of your marketing strategy where we will help pinpoint your product to the Northern California boating community.

Bay & Delta Yachtsman, the only paid circulation boating publication devoted entirely to Northern California.

Our publication 18,000 strong is not only home delivered to readers but is also distributed at all Northern California related marine businesses as well. We attend all major boat shows with a booth displaying the publication, increasing subscriptions and handing out trial issues to the attendees.

Featured articles include:

- About the Bay by Kim Haworth
- Delta Rat Scrapbook by Bill Wells
- Fishing the Waters by Craig Hanson
- Capt'n Kevo's Boating Kips by Kevin O'Leary
- Boat Reviews by Pat Carson
- Boating How To and Maintenance Tips by Pat Carson
- Destination reviews by various staff writers

Monthly issues also include:

- Down the Rode, a two month listing of current calendar events
- New Products, a review of the newest marine related products
- The Guide, Yachtsman's yellow pages
- Classifieds, private listings of boats and related items

For over 45 years Bay & Delta Yachtsman has kept the Northern California boater informed and entertained. Our continued efforts by the staff and writers along with the website www.yachtsmanmagazine.com look forward to keeping our readers informed well in to the future.



4090 S. McCarran Blvd., Suite E • Reno, NV 89502
800-878-7886 • www.YachtsmanMagazine.com

Northern California's Only Paid Circulation Boating Magazine.

BAY & DELTA *Yachtsman*

**For More Information
or to place an ad,
Contact Us:**

(800) 878-7886

(775) 353-5100

fax (775) 353-5111

Production Charges

NONE! Our professional art department will design and produce your ad—at no extra cost! Design, typesetting, production and halftones, etc. are all included in the price of your ad.

Spot Color - \$75.00 per color
CMYK Process Color - \$225.00

Frequency Discount

Insertions must be consecutive months to earn frequency discounts, but are not required to be the same size each month.

Agency Discount












15% to accredited agencies for camera-ready ads (150 line screen). No commissions allowed 31 days after invoice. A 1.5% finance charge is compounded monthly on any account over 30 days. We reserve the right to hold both advertisers and/or agency liable for monies due.

Closing Date

Bay & Delta Yachtsman is published monthly. Notifications of all deadlines for ad copy, photos and any other necessary ad elements will be distributed in advance to actual closing dates.

No cancellation can be accepted after the closing date. If copy changes are not received by closing date, previous ad will run. Canceled frequency contracts will be "short-rated" to the earned frequency rate.

Publisher reserves the right to change ad rates with 30 days notice.

Ad Size	1X	3X	6X	12X
 1/8 Page 3.5" x 2.375"	\$235	\$230	\$210	\$195
 1/6 Page Vert. 2.25" x 4.875"	\$280	\$275	\$260	\$235
 1/6 Page Horiz. 4.75" x 2.375"				
 1/4 Page Square 3.5" x 4.875"	\$445	\$430	\$420	\$360
 1/3 Page Vert. 2.25" x 10"	\$690	\$640	\$520	\$435
 1/3 Page Square. 4.75" x 4.875"				
 1/2 Page Vert. 3.5" x 10"	\$875	\$850	\$815	\$660
 1/2 Page Horiz. 7.25" x 4.875"				
 2/3 Page Vert. 4.75" x 10"	\$1020	\$975	\$935	\$790
 Full Page (no bleed) 7.25" x 10"	\$1365	\$1310	\$1230	\$995
 2 Pages (no bleed) 15.5" x 10"	\$2555	\$2430	\$2305	\$1895

COVERS & SPECIAL POSITION

Back Cover (includes 4-color process).....	\$1465
Inside Front Cover (includes 4-color process).....	\$1340
Inside Back Cover (includes 4-color process).....	\$1220
Page 3 - Full Page (includes 4-color process).....	\$1340
Special Position.....	Add 10%