

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.

Rate Card #BDY0320

Ad Size	1X	3X	6X	12X
 1/8 Page 3.5" x 2.375"	\$255	\$252	\$249	\$212
 1/6 Page Vert. 2.25" x 4.875"	\$302	\$297	\$281	\$255
 1/6 Page Horiz. 4.75" x 2.375"				
 1/4 Page Square 3.5" x 4.875"	\$483	\$467	\$456	\$393
 1/3 Page Vert. 2.25" x 10"	\$738	\$690	\$564	\$475
 1/3 Page Square. 4.75" x 4.875"				
 1/2 Page Vert. 3.5" x 10"				
 1/2 Page Horiz. 7.25" x 4.875"	\$939	\$913	\$876	\$710
 1/2 Page Jumbo 4.75" x 7.438"				
 2/3 Page Vert. 4.75" x 10"	\$1092	\$1044	\$1002	\$865
 Full Page (no bleed) 7.25" x 10"	\$1459	\$1399	\$1299	\$1069
 2 Pages (no bleed) 15.5" x 10"	\$2730	\$2598	\$2465	\$2035

COVERS & SPECIAL POSITION

Back Cover (includes 4-color process)\$1570

Inside Front Cover (includes 4-color process)\$1440

Inside Back Cover (includes 4-color process)\$1300

Page 3 - Full Page (includes 4-color process)\$1440

Special Position Add 10%

Bay & Delta Yachtsman is published and distributed free 12 issues yearly. Neither the advertiser nor the publisher will be responsible or liable for misinformation, misprints, typographical errors, etc., contained herein. Reproduction of any artwork or copy is strictly prohibited without the written consent of the Publisher. Illustrations shown may in some cases be sisterhips. Particulars believed to be correct but not guaranteed. Subject to price change prior to sale, or withdrawal without notice.