

Yachtsman

BAY & DELTA

Northern California's Only
Paid Circulation Boating
Magazine.

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

Ad Sizes	1x rate	3x rate	6x rate	12x rate
1/8 Page 3.5" x 2.375"	\$280	\$278	\$275	\$230
1/6 Page Vert. 2.25" x 4.875"	\$335	\$325	\$310	\$280
1/6 Page Horiz. 4.75" x 2.375"	\$335	\$325	\$310	\$280
1/4 Page Square 3.5" x 4.875"	\$530	\$514	\$500	\$435
1/3 Page Vert. 2.25" x 10"	\$810	\$760	\$620	\$525
1/3 Page Square. 4.75" x 4.875"	\$810	\$760	\$620	\$525

Ad Sizes	1x rate	3x rate	6x rate	12x rate
1/2 Page Vert. 3.5" x 10"	\$1030	\$1004	\$965	\$780
1/2 Page Horiz. 7.25" x 4.875"	\$1030	\$1004	\$965	\$780
1/2 Page Jumbo 4.75" x 7.438"	\$1030	\$1004	\$965	\$780
2/3 Page Vert. 4.75" x 10"	\$1200	\$1150	\$1100	\$950
Full Page (no bleed) 7.25" x 10"	\$1605	\$1540	\$1430	\$1175
2 Pages (no bleed) 15.5" x 10"	\$3000	\$2860	\$2710	\$2240

COVERS & SPECIAL POSITION

Back Cover (includes 4-color process)	\$1730
Inside Front Cover (includes 4-color process)	\$1585
Inside Back Cover (includes 4-color process)	\$1430
Page 3 - Full Page (includes 4-color process)	\$1585
Special Position	Add 10%

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 (minimum 300dpi pdf to be supplied). 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.

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

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Rate Card #BDY1124