



# Model Yachting Magazine Display Ad Rate Schedule

Contacts via E-mail:

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	<u>Ad Size</u>	<u>Border Size</u>	<u>Cost/ Issue</u>
Full Page	8-1/2" x 11"	7" x 10"	\$245.00
1/2 Page (Horiz)	8-1/2" x 5-1/2"	7" x 5"	\$200.00
1/3 Page (Horiz)	8-1/2" x 3-3/4"	7" x 3-1/4"	\$115.00
1/4 Page (Horiz)	8-1/2" x 2-3/4"	7" x 2-1/2"	\$90.00
Business Card	3-1/2" x 2"	3 1/2" x 2"	\$60.00
	<u>Bleed Size</u>	<u>Ad Copy Area</u>	
B/W Inside Cover	8-3/4" x 11-1/4"	8" x 10-1/2"	\$395.00
Color Back Cover	8-3/4" x 11-1/4"	8" x 10-1/2"	\$515.00

A pre-paid ad discount is available. Contact Ad Manager, for information. Billing occurs after each issue that *Model Yachting* magazine is published and distributed. We accept most Credit Cards

Prices shown are for B/W display ad's and are in U.S. dollars.

Color ads available on rear outside cover only.

Digital ad art should be formatted as an Acrobat.pdf file with all fonts "Embedded". Set the resolution in "Adobe PDF Preset" to "Press Quality". The resolution of any placed images must be at least 300ppi, or ad quality will be poor. Send .pdf file and laser proof to the Advertising Manager. Include "Package/Collect for Output" original art files, images and fonts for Cover, Full Page or complex ads.

### Closing dates for placement of ads.

Summer Issue	Due 6 Mar
Fall Issue	Due 6 Jun
Winter Issue	Due 6 Sep
Spring Issue	Due 6 Dec

Except for Cover Bleed ads, all ads are to have a 1 Point border at the Border Size dimension.

Please refer to the next page for actual size of other display ads.

Don't have digital ad art? We can help. Please contact the Ad Manager.

**Note!**  
All Side View drawings are drawn to the same scale for size reference.

This border indicates measurements of a sample one third page ad. Cost per issue \$115.00

## American Model Yachting Association

**INFINITY 54**

**SOLING 50**

**US 12**

**FOOTY**  
AMYA's Smallest Boat

**MARBLEHEAD (50-800)**

**EC 12M**

**MICRO MAGIC**

**↓**  
AMYA's Largest Boat

The AMYA currently recognizes nearly 30 Classes of Model Boats.

**We have Ad space that's just the right size for you.**

Note!  
All the Side View drawings shown at the same scale for size reference.

This border indicates measurements of a sample one half page ad. Cost per issue \$200.00

**Victoria**

**V-32**

**CR-914**

This border indicates measurements of a sample Business Card size ad. Cost per issue \$60.00

This sheet to be used as a visual reference to actual size for Display Ad's that are to appear in *Model Yachting Magazine*.

Please refer to Display Ad Rate Schedule for cost, closing dates and Ad area.

The dotted line refers to the outline for a full page Ad. (7 x 10)

**American Model Yachting Association**

This border indicates measurements of a sample one-quarter page ad. Cost per issue \$90.00

**FAIRWIND**

**36-600 & TRADITIONAL**

**SOLING ONE METER**

**SEAWIND**

**ODOM**

**US ONE METER**

**RC LASER**

**INTERNATIONAL ONE METER**

**STAR**