

2008 BOATING CLASSIFIED RATES

Circulation: 200,000

Published 12x Per Year

Effective January Issue

WORDED		
Ad Style (Minimum 20 Words)	Amount Per Word	Minimum Rate
Word Classified	7.05	141
Expand-Ad Classified	8.60	172
Bold Face Classified	7.95	159
Grey Screen Classified	7.95	159
Bold and Grey Screen Classified	9.20	184
Expand-Ad Bold Classified	10.25	205
Expand-Ad Grey Screen Classified	11.25	225
Expand-Ad Bold and Grey Classified	12.30	246
4-Column line in addition to per word charge	31.00	in addition to per word charge
Spaced line in addition to per word charge	31.00	in addition to per word charge
Illustrated - B&W	205	Max 3 inches. Must be used with a worded option.
Illustrated - 2 Color	308	
Illustrated - 4 Color	405	

DISPLAY									
Ad Size In Inches	Black & White			2 Color			4 Color		
	1X	6X	12X	1X	6X	12X	1X	6X	12X
1"	423	401	380	505	480	455	550	520	495
1.25"	489	464	440	585	555	530	635	605	570
1.5"	553	525	496	665	630	595	715	680	645
1.75"	660	627	593	790	750	710	860	815	770
2"	757	719	683	910	865	820	985	935	885
2.25"	833	790	747	1000	945	895	1080	1025	970
2.5"	903	859	813	1085	1030	975	1175	1115	1060
2.75"	976	926	879	1170	1110	1055	1270	1205	1140
3"	1050	998	946	1260	1200	1135	1365	1300	1230
3.25"	1113	1060	1002	1335	1270	1205	1450	1375	1305
3.5"	1181	1120	1063	1415	1345	1275	1535	1455	1380
3.75"	1246	1184	1123	1495	1420	1350	1620	1540	1460
4"	1308	1242	1177	1570	1490	1415	1700	1615	1530
4.25"	1392	1323	1255	1670	1590	1505	1810	1720	1630
4.5"	1474	1400	1325	1770	1680	1590	1915	1820	1725
4.75"	1556	1478	1398	1865	1775	1675	2020	1920	1815
5" or 1/8 Pg	1637	1553	1472	1965	1865	1765	2130	2020	1915
5.25"	1649	1568	1485	1980	1880	1780	2145	2040	1930
5.5"	1634	1552	1471	1960	1860	1765	2125	2020	1910
5.75"	1708	1623	1538	2050	1945	1845	2220	2110	2000
6"	1781	1692	1603	2135	2030	1925	2315	2200	2085
6.25"	1858	1766	1672	2230	2120	2005	2415	2295	2170
6.5"	1874	1781	1687	2250	2140	2025	2435	2315	2190
6.75"	1944	1849	1751	2335	2220	2100	2530	2405	2275
7"	2015	1915	1814	2420	2300	2175	2620	2490	2360
7.25"	2089	1985	1879	2510	2380	2255	2715	2580	2445
7.5"	2161	2055	1944	2595	2465	2335	2810	2670	2530
7.75"	2232	2121	2009	2680	2545	2410	2900	2755	2610
8"	2311	2194	2078	2775	2635	2495	3005	2855	2700
8.25"	2339	2223	2105	2810	2670	2525	3040	2890	2735
8.5"	2410	2290	2169	2890	2750	2605	3135	2975	2820
8.75"	2480	2356	2233	2975	2825	2680	3225	3060	2900
9"	2552	2426	2297	3060	2910	2755	3320	3155	2985
9.25"	2624	2492	2360	3150	2990	2830	3410	3240	3065
9.5"	2652	2519	2388	3180	3020	2865	3445	3275	3105
9.75"	2722	2586	2450	3265	3105	2940	3540	3360	3185
10" or 1/4 Pg	2793	2652	2512	3350	3180	3015	3630	3445	3265

CATALOG		
Size	Black & White	4-Color
1/6 page	2,380	3,090