



Official Guide to the 2011 Marblehead to Halifax International Ocean Race

In the hands of Marblehead-Halifax ocean racers and race fans June 15, 2011

**Advertise in the 2011 Marblehead to Halifax Race Guide and
Reach up to 5,000 Racers, Yacht Clubs and Race Fans in two of the premier
yachting centers in the U.S. and Canada!**

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MOHR Guide: The Marblehead-Halifax Race Guide is a *SAIL* custom publication. *SAIL*'s award-winning editorial staff will fill the guide with lively content designed to engage racers and their followers—colorful photography, editorial on racing to Halifax (then & now) and must-read information about the 2011 race.

History: The biennial sailing race from Marblehead, MA to Halifax, Nova Scotia started in 1905. It's organized jointly by the Boston Yacht Club of Marblehead and the Royal Nova Scotia Yacht Squadron in Halifax.

Advertising Opportunities: The Marblehead-Halifax Race Guide offers a unique opportunity to advertise the goods and services and attractions of Marblehead and Halifax to some 2,000 international sailors, as well as campaign followers and spectators who will be spending the better part of a week in Marblehead/Halifax in July.

Distribution: The Race Guide will be distributed to an estimated 5,000 racers, yacht clubs, race fans and media in the United States and Canada. The guide contains feature profiles of the sailing community, the event schedule and other essential information for the race participants. It is an effective advertising and professional medium aimed at an affluent audience. Advertising in the Race Guide displays a clear signal that your organization/business supports Marblehead and Halifax as premier yachting centers.

Advertising Information: The 2011 rates and specifications for the Guide are listed on the following page. Please provide ads by **March 1, 2011**. You may advertise in black and white or color. Should you require assistance with your ad, the publisher can provide artwork, copy and print-ready preparation at reasonable rates. For questions on specifications on artwork and printing, contact your representative at the email listed below.

Terms: Advertising will be placed on a first-come basis. Payment must accompany ad contract.

Ad Contacts: Please contact Dudley Welch, dwelch@davis-welch.com or George Chisholm, chisholmsecurity@ns.sympatico.ca for all advertising inquiries.

For complete details about the race and for sponsorship and/or web advertising information, please visit www.MarbleheadtoHalifax.com



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Ad Specifications

Ad Sizes:

Full Page: 7.5" x 9.75"

Covers: 8.75" x 11.25" if full bleed (covers only)

Half page 7.5"x 4.75"

1/4 page (vertical) 3.5" x 4.75"

Deadline for ad materials: March 1, 2011

Digital Ad Specifications

All fonts and graphics used in the ad must be included; all colors must be CMYK and high resolution (300 dpi). Files will be flight-checked for completeness and correct format. *SAIL* is only responsible for accurate output of the digital ad submitted; *SAIL* is not responsible for correcting bad scans, copy fitting, typos, etc. Publisher/printer will not accept responsibility for reproduction when inadequate guidance is supplied.

Media

SAIL can accept ads on CD or electronically via email (under 5MB); FTP if it's larger than 5MB. Contact Christa Madrid in the Ad Production Dept. at 617-720-8622 or email cmadrid@sailmagazine.com

Applications

InDesign or Quark. Please do not use automatic leading or lock to baseline grid, as these settings can cause type reflow. EPS and TIF files are acceptable, if fonts are embedded. If supplying a PDF, please make sure it's press ready (300 dpi and CMYK).

Ad Rates

Outside Back Cover: \$4,000

Inside Back Cover: \$3,250

Inside Front Cover: \$3,250

Full Page: \$1,500

Half Page: \$1,000

Quarter Page: \$ 500

Banner at Club:

Small Banner 3'x4' \$500

Large Banner 5'x6' \$650

