



Race Guide Advertising Information

Sail Marblehead 2009: The Halifax Ocean Race

The Official Guide to the town's most important International Race, with Stories and Pictures of Marblehead and the Key Race Events.

Advertising Opportunities

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

The Official race guide offers a unique opportunity to advertise your goods and services and the attractions of Marblehead to some 2000 international sailors along with the crowds of camp followers and spectators who will be spending the better part of a week in Marblehead in July. While preparing for the race and attending key functions these visitors will be provisioning boats, looking for accommodations, sightseeing, shopping and eating out.

After arrival in Halifax, the race fleet and supporters will be spending 3-5 days changing crews, re-provisioning boats and attending key social functions at the Royal Nova Scotia Yacht Squadron. Opportunities for sightseeing & touring, shopping and dining out will help to make their visit to Halifax a pleasant and memorable one.

Distribution

The Race Guide will have an estimated 7,000 copies distributed in the United States and Canada to racers, yacht clubs, race fans and the media. This colorful guide contains feature profiles of the selling community; the event schedule along with 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 or business supports Marblehead and Halifax as premier yachting centers.

The 2009 rates and specifications are listed on the following page. Please provide advertisement by February 1, 2009. One-color ads: camera-ready form. Color ads: color separations and color keys. Should you require assistance, the publisher can provide artwork, typesetting and final color separation services at reasonable rates. (For questions on specifications on artwork and printing, contact your representative or email: race@marbleheadtohalifax.com.)

Terms

All advertising will be placed on a first-come first-served basis. Payment must accompany contract.

CONTACT INFORMATION:

Sue Bragdon
David Jones

sbragdon@comcast.net
davidjones@ns.sympatico.ca

Sponsors link to Race Guide advertising: www.MarbleheadtoHalifax.com (MOHR)



MARBLEHEAD – TO - HALIFAX 2009 OCEAN RACE Advertiser's Price List

2009 BYC rates – US Dollars

Advertisement	Color and Black & White
Outside Back Cover	\$4,000.00 (<i>Currently Reserved</i>)*
Inside Back Cover	\$3,250.00 (<i>Currently Reserved</i>)*
Inside Front Cover	\$3,250.00 (<i>Currently Reserved</i>)*
Full Page	\$1,500.00
Half Page	\$1,000.00
Quarter Page	\$ 500.00

2009 RNSYS rates – Canadian Dollars

Outside Back Cover	\$4,240.00 (<i>Currently Reserved</i>)
Inside Back Cover	\$3,445.00 (<i>Currently Reserved</i>)
Inside Front Cover	\$3,445.00 (<i>Currently Reserved</i>)
Full Page	\$1,590.00
Half Page	\$1,060.00
Quarter Page	\$ 530.00

Advertising will be on 80 lb. Coated (glossy) stock. Color screens between 133 to 150 lines. Black and White ads require 133 lines screens.

Please provide advertisement to Paul Madore c/o the Boston Yacht Club by February 1, 2009. One-color Ads: camera-ready form. Color Ads: color separations and color keys. Should you require assistance, the publisher can provide artwork, typesetting and final color separation services at reasonable rates. For questions on specifications on artwork & printing, contact us at paulmadore@comcast.net.

Banner at Club

Small Banner	3'x4'	\$500.00 USD	\$530.00 CAD
Large Banner	5'x6'	\$650.00 USD	\$690.00 CAD

Skippers Bags: We welcome all items for the Skippers Bags. Estimated 125–150 bags to be distributed to the skipper of each racing vessel. Boats will be in Marblehead, Salem and surrounding harbors for 3-7 days in advance of the race and Halifax for 3-5 days following the race.

*Please indicate if you are interested in one of these pages should they become available.



Marblehead to Halifax Ocean Race Guide Advertising Contract

Name of Company: _____

Billing Address: _____

City

State

Zip Code

Tel: _____ Fax: _____

Email: _____

2009 BYC rates – US Dollars

Advertisement	Color and Black & White
Outside Back Cover	<input type="checkbox"/> \$4,000.00 (<i>Currently Reserved</i>) *
Inside Back Cover	<input type="checkbox"/> \$3,250.00 (<i>Currently Reserved</i>) *
Inside Front Cover	<input type="checkbox"/> \$3,250.00 (<i>Currently Reserved</i>) *
Full Page	<input type="checkbox"/> \$1,500.00
Half Page	<input type="checkbox"/> \$1,000.00
Quarter Page	<input type="checkbox"/> \$ 500.00

2009 RNSYS – Canadian Dollars

Outside Back Cover	<input type="checkbox"/> \$4,240.00 (<i>Currently Reserved</i>)
Inside Back Cover	<input type="checkbox"/> \$3,445.00 (<i>Currently Reserved</i>)
Inside Front Cover	<input type="checkbox"/> \$3,445.00 (<i>Currently Reserved</i>)
Full Page	<input type="checkbox"/> \$1,590.00
Half Page	<input type="checkbox"/> \$1,060.00
Quarter Page	<input type="checkbox"/> \$ 530.00

Person authorized by advertiser to determine copy, copy changes and to approve advertisements:

Name: _____ Title: _____
Advertisers Signature Guide Representative's Signature

Date: _____

Payment received: _____ Regular Billing: _____

Make checks payable to: Boston Yacht Club, 1 Front Street, Marblehead, MA 01945
Telephone: (781) 631-3100.

Canadian Advertisers make checks payable to: Royal Nova Scotia Yacht Squadron,
376 Purcell's Cove, Halifax, Nova Scotia B3P 1C7

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Sail Marblehead 2009: the Halifax Ocean Race

Ad Specifications for the 2009 Race Guide

Deadline: February 1, 2009

Ad Sizes (w x h)

Full Page & Covers 7-1/2" w x 9-3/4" h 8.75" w x 11.25" h *if a full bleed (covers only)*

Half page 7-1/2" w x 4-3/4" h

1/4 page (vertical) 3-1/2" w x 4-3/4" h



File Formats and Fonts

File Formats accepted include: .TIF (*for photos and other halftones*), .EPS (*vector graphics such as logos*), QuarkXPress (.QXD), **PDF with all fonts embedded.**

QuarkXPress

Use "Collect for Output" so that the Quark file and all fonts and graphic files are included in one folder.

PC users: Send a list of the fonts used, and include a PDF file **in addition to the collected Quark file**, which may be used to match

Mac fonts to your PC fonts.

Mac users: Use the "collect for output" feature, making sure all fonts and graphics are collected into one folder.

Name the folder with the business for which the ad has been created.

Photoshop

Photoshop files with type must have the type layer(s) rasterized and saved as a flattened .TIF file. (*no JPEG please*)

Illustrator

All Illustrator files including type must have the type changed to outlines.

Any Illustrator files with imported artwork must have that artwork embedded, NOT linked.

Fonts

Only Postscript Type 1 or Type 2 fonts should be used. (*no TrueType please*)

File Formats NOT accepted

Microsoft Publisher, Microsoft Word, JPEG, BMP.

Color: Grayscale or CMYK please—(*no RGB please*)

Scans and Resolution

Resolution: 300 dpi

Photos and any other halftones should be scanned at 300 dpi, and saved in grayscale or CMYK—TIF format. (*no RGB or JPEG please*)

Bitmap (black-and-white only) graphics should be scanned at 1,000 dpi and saved in .TIF format. (*no JPEG please*)

All vector graphics (Illustrator, Freehand, Corel Draw) should be saved in .EPS format

File Compression

PC users should ZIP the folder (.zip)

Mac users should STUFF the folder. (.sitx)

Contact Information

Include the following information in a Word, RTF or plain text file:

Name of Business taking out the ad.

Individual at that business who should be contacted, if necessary, and the contact information.

If an agency or graphic artist is preparing the ad copy, also include that contact information.

Submission:

E-Mail: Send files to PaulMadore@comcast.net

or see your local advertising representative as shown on the Advertiser's Price List

<http://www.marbleheadtohalifax.com/Sponsors/RaceGuideAdvertising.htm>

Questions?

E-mail questions to:

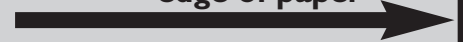
www.marbleheadtohalifax.com

PaulMadore@comcast.net

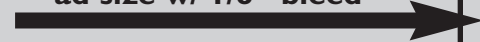
or

HarmoniousConcepts@comcast.net

edge of paper



ad size w/ 1/8" bleed



Covers w/ full bleed *(currently reserved)**

(if ad does not bleed, use specs for full page ad on the following page)

8.75"w x 11.25"h

Outside Back Cover

Color and B&W

US Dollars	\$4,000
Canadian Dollars	\$4,240

Inside Front & Back Covers

Color and B&W

US Dollars	\$3,250
Canadian Dollars	\$3,445

*Please indicate if you are interested in one of these pages should they become available.

Full Page
7.5"w x 9.75"h

Color and B&W

US Dollars	\$1,500
Canadian Dollars	\$1,590

Half Page
7.5"w x 4.75"h

Color and B&W

US Dollars	\$1,000
Canadian Dollars	\$1,060

Quarter Page
3.5"w x 4.75"h

Color and B&W

US Dollars	\$500
Canadian Dollars	\$530

Quarter Page
3.5"w x 4.75"h

Color and B&W

US Dollars	\$500
Canadian Dollars	\$530