



BINNACLE

The exclusive Seattle Yacht Club magazine with distribution to nearly 5,000 members

Binnacle readers are affluent, mobile and influential in their businesses, neighborhoods and communities.

Each issue includes **unique and compelling content** that draws members to the magazine and, as a result, to the advertising.

Advertising is limited to a total of four of the 26 pages, resulting in greater success capturing each reader's attention.

2019 Publication Schedule

Monthly publication with 11 issues per year
(July & August share a combined issue)

Issue	Space Reservation Deadline	Camera-Ready Ad Deadline
Jan 2019	11/23/18	11/30/18
Feb 2019	12/21/18	12/28/19
Mar 2019	1/25/19	02/01/19
Apr 2019	02/22/19	03/01/19
May 2019	03/22/19	03/29/19
Jun 2019	04/19/19	04/26/19
Jul/Aug 2019	05/24/19	05/31/19
Sept 2019	07/19/19	07/26/19
Oct 2019	08/23/19	08/30/19
Nov 2019	09/20/19	09/27/19
Dec 2019	10/25/19	11/01/19

Advertising Rates

The rates listed below are per issue.

A 5% discount is given to advertisers placing ads for six (6) consecutive issues. A 15% discount is given to advertisers placing ads for 11 consecutive issues.

Advertisers running a multi-issue campaign must run the same size ad in all issues to receive a discount.

Size	Campaign Duration		
	1 - 5x	6x	11x
Full Page	\$1400	\$1330	\$1190
1/2 Page (h)	\$925	\$885	\$785
1/2 Page (v)	\$925	\$885	\$785
1/4 Page	\$530	\$500	\$450

Ad Sizes

Size Options	Width x Height (in inches)
Full Page	7.5" x 9"
1/2 Page (horizontal)	7.5" x 4.5"
1/2 Page (vertical)	3.625" x 9"
1/4 Page (qtr page)	3.625" x 4.5"

Mechanical Specifications

Digital art is required. A production fee may be charged to bring an ad up to publication standards.

Fonts

Include both screen and print versions of all fonts; include a complete list of all fonts used to create your ad.

Photos / Graphics

Include all graphics used in ad. Photos must be high resolution (300 dpi) CMYK or grayscale TIFFS or EPS. Black and white bitmapped line art must be 1200 dpi. Images should not be scaled more than 115T to maintain image quality. Please do not submit JPEG or GIF files.

PDF Artwork

PDF must be "press" optimized with fonts embedded. Bleeds must be called out and crop marks offset 1/4 inch.

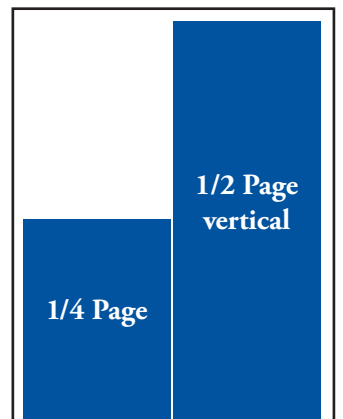
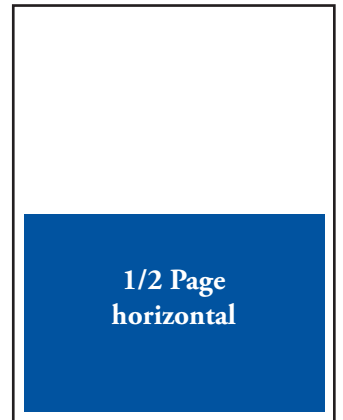
Graphic Design Services

SYC offers in-house graphic design services for ad creation at an hourly rate of \$70 with a one hour minimum.

Submitting Artwork

Please send ad files to josiew@seattleyachtclub.org by the camera-ready ad deadline listed above.

CONTACT
Josie Weiss
(206) 926-1019
josiew@seattleyachtclub.org



2019 Advertising Reservation Form

Company Name: _____

Contact: _____ Title: _____

SYC Membership #: _____ (if applicable) Email: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Month to Start Advertising

- | | |
|--|---|
| <input type="checkbox"/> January 2019 | <input type="checkbox"/> July 2019 |
| <input type="checkbox"/> February 2019 | <input type="checkbox"/> September 2019 |
| <input type="checkbox"/> March 2019 | <input type="checkbox"/> October 2019 |
| <input type="checkbox"/> April 2019 | <input type="checkbox"/> November 2019 |
| <input type="checkbox"/> May 2019 | <input type="checkbox"/> December 2019 |
| <input type="checkbox"/> June 2019 | |

Duration

- | | | |
|-----------------------------------|-----------------------------------|------------------------------------|
| <input type="checkbox"/> 1 issues | <input type="checkbox"/> 5 issues | <input type="checkbox"/> 9 issues |
| <input type="checkbox"/> 2 issues | <input type="checkbox"/> 6 issues | <input type="checkbox"/> 10 issues |
| <input type="checkbox"/> 3 issues | <input type="checkbox"/> 7 issues | <input type="checkbox"/> 11 issues |
| <input type="checkbox"/> 4 issues | <input type="checkbox"/> 8 issues | |

Rate

Total Fee \$ _____

Select Payment Option:

- Monthly
- One Payment of the Total Fee

Submit completed, signed & dated form

prior to the space reservation deadline to:

Fax (206) 324-8784
E-mail josiew@seattleyachtclub.org
Mail 1807 East Hamlin Street, Seattle, WA 98112

Ad Size

- Full Page
- 1/2 Page (horizontal)
- 1/2 Page (vertical)
- 1/4 Page

Artwork

- I will provide a camera-ready ad
- I need graphic design services provided by SYC at a rate of \$70/hr

Submission Deadlines

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By signing below, I hereby agree to place and pay for advertising in Seattle Yacht Club's Binnacle as indicated on this document.

Signature: _____ Date: _____