



THE 27TH ANNUAL
**Wooden Boat
Show**

2018
Marketing Opportunities

June 22-24, 2018
Mystic Seaport, Mystic, CT

*Be Seen by 13,000 Wooden Boat
Owners & Enthusiasts*

WoodenBoat Show Directory Advertising



Advertising your company in
***The WoodenBoat Show
Official Show Directory***
offers maximum exposure to
thousands of wooden boat owners
and enthusiasts attending the Show.

Space Reservation/Materials Due Deadline: May 11, 2018

2018 WOODENBOAT SHOW DIRECTORY AD RATES

(All rates are for color ads)

AD SIZE	PRICE	DIMENSIONS
Cover 2	\$900.00	7" × 10"*
Cover 3	\$900.00	7" × 10"*
Cover 4	\$900.00	7" × 10"*
Full Page	\$760.00	7" × 10"*
½ Vertical	\$420.00	3.375" × 10"
½ Horizontal	\$420.00	7" × 4.875"
¼ Vertical	\$265.00	3.375" × 4.875"
¼ Horizontal	\$265.00	7" × 2.375"

*FULL-PAGE BLEEDS: 8.125" × 10.875" plus 1/8" outside final trim.

WoodenBoat magazine 6X display advertisers may take an
additional 20% discount off rates shown.

Rates shown above are net.

TO RESERVE YOUR AD SPACE, PLEASE CONTACT:

Andrew Breece: 207-359-7751 • andrew@woodenboat.com

Ray Clark: 401-247-4922 • rgclark@cox.net

27th Annual Wooden Boat Show Sponsorship Opportunities

Concours d'Elegance, \$1,000 SOLD!

Sponsor the event boatbuilders and boat owners look forward to each year. Sponsoring company arranges for judging and provides awards for a number of categories. Sponsor may display up to 40 square feet of signage.

I Built It Myself, \$2,500 SOLD!

Sponsor the very popular owner-built boat exhibit at the Show. Sponsor arranges for award and judging of "Best IBIM Boat In Show." Sponsor may display up to 80 square feet of signage and will receive significant social media promotion.

Demonstration Sponsors, \$1,000

Sponsor our well-attended skills demonstrations. Sponsorships will be sold to up to five non-competing companies. Sponsor may display up to 40 square feet of signage.



Official Show Bag, \$500

Maximize your exposure on-site by displaying your logo and message on bags that will be available at the gate. Sponsor must provide at least 6,000 bags for distribution in addition to the sponsorship fee. Sponsor may display up to 20 square feet of signage.

Exhibitor Badge Holder Lanyards, \$500

Print your company name or logo on lanyards that will be distributed to each exhibitor as they register. Sponsoring exhibitor must provide 750 lanyards for distribution in addition to the sponsorship fee, and may display up to 20 square feet of signage.

**In addition to the benefits of sponsorship mentioned above, all sponsors will be listed on our website and in the event program.*

Ad Materials/Artwork Due: May 18, 2018

To submit files via e-mail, send to:
laura.sherman@woodenboat.com

If you have questions, contact
Laura Sherman, 207-359-7724

Specifications

Directory Size: 8.125" x 10.875" (final trim)

File formats: Submit ad layout in either high-resolution TIFF or PDF format with fonts embedded.

Bleeds: Please extend your image area $\frac{1}{8}$ " outside final trim for bleed (full-page ads only).

Resolution requirements: Line art at least 800 dpi, photographs at least 300 dpi.

Custom ad design services: We can design an ad for you if we receive your materials by May 11.



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