



# 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 in capturing each reader's attention.

## 2018 Publication Schedule

*Binnacle* is published **11 months per year**  
(July and August share a combined issue).

Issue	Space Reservation Deadline	Camera-Ready Ad Deadline
Jan 2018	11/24/17	12/01/17
Feb 2018	12/29/17	01/05/18
Mar 2018	01/26/18	02/02/18
Apr 2018	02/23/18	03/02/18
May 2018	03/23/18	03/30/18
Jun 2018	04/27/18	05/04/18
Jul/Aug 2018	05/25/18	06/01/18
Sept 2018	07/27/18	08/03/18
Oct 2018	08/24/18	08/31/18
Nov 2018	09/28/18	10/05/18
Dec 2018	10/26/18	11/02/18

## Advertising Rates

**A minimum of three consecutive issues is required.**  
15% discount given to advertisers placing ads for 11 consecutive issues (discount reflected below).

Size	Campaign Duration		
	3x	6x	11x
Full Page	\$4230	\$8460	\$13,200
1/2 Page (h)	\$2820	\$5640	\$8800
1/2 Page (v)	\$2820	\$5640	\$8800
1/4 Page	\$1590	\$3180	\$4950

## 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	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 EPSs. Black and white bitmapped line art must be 1200 dpi. Images should not be scaled more than 115% to maintain image quality. Please do not submit JPEG or GIF files.

### PDF Artwork

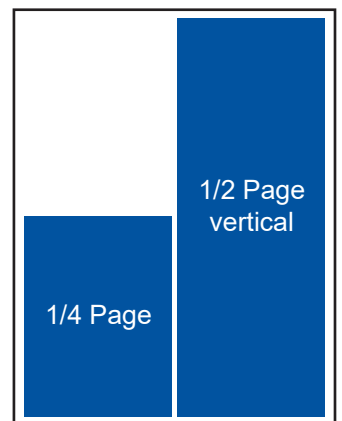
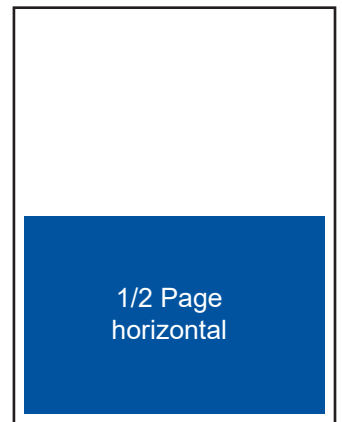
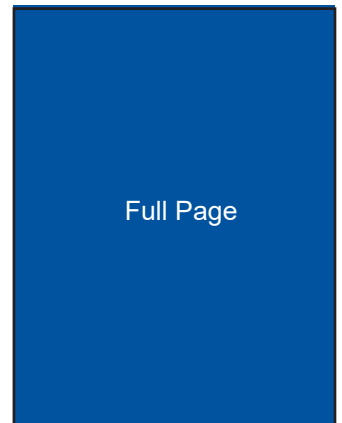
PDF must be "press" optimized with fonts embedded. Bleeds must be called out and crop marks offset 1/4 inch.

### Graphic Design Services

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

### Submitting Artwork

Please send ad files to [josiew@seattleyachtclub.org](mailto:josiew@seattleyachtclub.org)



**CONTACT**  
**Josie Weiss**  
 (206) 926-1019  
[josiew@seattleyachtclub.org](mailto:josiew@seattleyachtclub.org)

# 2018 Advertising Reservation Form

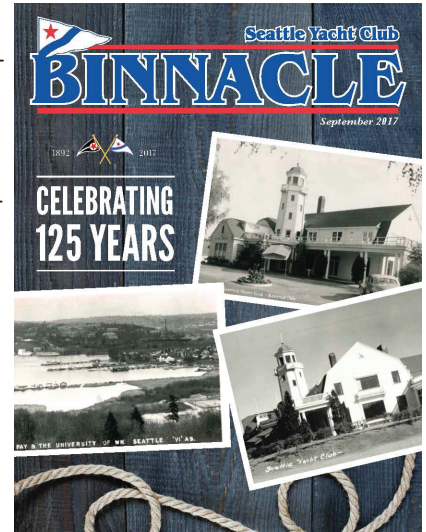
Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

SYC Membership #: \_\_\_\_\_ (if applicable) Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_



## Month to Start Advertising Campaign

- |  |   |
|--|---|
| <input type="checkbox"/> January 2018  | <input type="checkbox"/> July/August 2018 |
| <input type="checkbox"/> February 2018 | <input type="checkbox"/> September 2018   |
| <input type="checkbox"/> March 2018    | <input type="checkbox"/> October 2018     |
| <input type="checkbox"/> April 2018    | <input type="checkbox"/> November 2018    |
| <input type="checkbox"/> May 2018      | <input type="checkbox"/> December 2018    |
| <input type="checkbox"/> June 2018     |   |

## Duration

minimum of 3 consecutive issues

- 3 issues  
 6 issues  
 11 issues

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

## Advertising Rate

Total Fee\* \$ \_\_\_\_\_

*\*Fee does not include graphic design services or production fees, which will be charged based on actual hours of service provided (one hour minimum)*

## Select Payment Option:

- One Payment of the Total Fee  
 Monthly (not available for 3 issues)

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Oct 2018	08/24/18	08/31/18
Nov 2018	09/28/18	10/05/18
Dec 2018	10/26/18	11/02/18

Submit completed form to:

**Josie Weiss**

Fax: (206) 324-8784

Mail: 1807 East Hamlin Street, Seattle, WA 98112

Email: [josiew@seattleyachtclub.org](mailto:josiew@seattleyachtclub.org)

*We recommend you retain a copy for your records*

*I hereby agree to place and pay for advertising in Seattle Yacht Club's Binnacle as indicated above.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_