



# 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.

*Binnacle* is a monthly publication with 11 issues (July and August share a combined issue).

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 maximum of 18% of the total pages, resulting in greater success capturing each reader's attention.

## 2024 Publication Schedule

Issue	Space Reservation Deadline	Camera-Ready Ad Deadline
Jan 2024	11/27/23	12/01/23
Feb 2024	01/02/24	01/05/24
Mar 2024	01/29/24	02/02/24
Apr 2024	02/26/24	03/01/24
May 2024	04/01/24	04/05/24
Jun 2024	04/29/24	05/03/24
Jul/Aug 2024	06/03/24	06/07/24
Sept 2024	07/29/24	08/02/24
Oct 2024	09/03/24	09/06/24
Nov 2024	09/30/24	10/04/24
Dec 2024	10/28/24	11/01/24

## 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.

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.

### Submitting Artwork

Please send ad files to [josiew@seattleyachtclub.org](mailto:josiew@seattleyachtclub.org) by the camera-ready ad deadline listed above.

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

# 2024 Advertising Reservation Form

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

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

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

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

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

## Issue to Start Advertising

- |  |   |
|--|---|
| <input type="checkbox"/> January 2024  | <input type="checkbox"/> July/August 2024 |
| <input type="checkbox"/> February 2024 | <input type="checkbox"/> September 2024   |
| <input type="checkbox"/> March 2024    | <input type="checkbox"/> October 2024     |
| <input type="checkbox"/> April 2024    | <input type="checkbox"/> November 2024    |
| <input type="checkbox"/> May 2024      | <input type="checkbox"/> December 2024    |
| <input type="checkbox"/> June 2024     |   |

## Duration

- |                                   |                                   |                                    |
|-----------------------------------|-----------------------------------|------------------------------------|
| <input type="checkbox"/> 1 issue  | <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 & Payment

Per Issue Fee \$ \_\_\_\_\_

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

Select Payment Option:

- Monthly       One Payment of the Total Fee

*SYC bills for the ad the last day of the month before the ad runs; payment is due by the last day of the month the ad is published. If choosing one payment of the total fee, the total will be due the last day of the month the first ad is published.*

## Ad Size

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

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**Submit completed, signed & dated form**  
*by end of day on the space reservation deadline date to:*

E-mail: [josiew@seattleyachtclub.org](mailto:josiew@seattleyachtclub.org)  
Mail: 1807 East Hamlin St. Seattle, WA 98112

*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: \_\_\_\_\_