



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.

2025 Publication Schedule

Issue	Space Reservation Deadline	Camera-Ready Ad Deadline
Jan 2025	11/25/24	12/02/24
Feb 2025	12/30/24	01/03/25
Mar 2025	01/27/25	01/31/25
Apr 2025	02/24/25	02/28/25
May 2025	03/24/25	03/28/25
Jun 2025	04/21/25	04/25/25
Jul/Aug 2025	05/27/25	05/30/25
Sept 2025	07/28/24	08/01/25
Oct 2025	08/25/25	08/29/25
Nov 2025	09/29/25	10/03/25
Dec 2025	10/27/25	10/31/25

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 by the camera-ready ad deadline listed above.

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

2025 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 2025 | <input type="checkbox"/> July/August 2025 |
| <input type="checkbox"/> February 2025 | <input type="checkbox"/> September 2025 |
| <input type="checkbox"/> March 2025 | <input type="checkbox"/> October 2025 |
| <input type="checkbox"/> April 2025 | <input type="checkbox"/> November 2025 |
| <input type="checkbox"/> May 2025 | <input type="checkbox"/> December 2025 |
| <input type="checkbox"/> June 2025 | |

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
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: _____