

**Ad Materials/Artwork Due:
May 7, 2010**

To submit your materials on CD, ship to:

The WoodenBoat Show Directory
41 WoodenBoat Ln. • Brooklin, ME 04616

To submit your 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 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 April 30.



P.O. Box 78 • Brooklin, ME 04616
Tel: 207-359-4651 • Fax: 207-359-8920
www.TheWoodenBoatShow.com

THE 19th ANNUAL
WoodenBoat Show



**WoodenBoat Show
Marketing Opportunities**

Be Seen by Thousands of Wooden Boat Owners & Enthusiasts
June 25-27, 2010 ■ 9:00 am-5:00 pm ■ Mystic Seaport, Mystic, CT

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 Deadline: April 30, 2010
Materials Due Date: May 7, 2010

2010 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 ¼" outside final trim.

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

Rates shown above are net.

TO RESERVE YOUR AD SPACE, PLEASE CONTACT:

Laura Sherman: 207-359-7724 • laura.sherman@woodenboat.com

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

19th Annual WoodenBoat Show Sponsorship Opportunities

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

Sponsor the event boatbuilders and owners look forward to each year. Each boat exhibiting at the WoodenBoat Show gets a chance to participate in this event. Sponsoring company arranges for judging and provides awards for a number of categories.

I Built It Myself, \$2500 SOLD!

Sponsor owner-built boats at the show! The IBIM is a very popular exhibit at our show. Last year we saw over 50 owner-built boats, and our sponsor even awarded one builder for having the "Best IBIM Boat In Show." This is an extremely valuable sponsorship and gets lots of attention!



Demonstration Sponsors, \$1,000

Sponsor our popular skills demonstrations! We will sell sponsorships to three non-competing companies. Sponsors will be allowed to hang a banner and provide other signage in our demonstration areas. Skills demonstrations are well-attended and a favorite part of the show for many of our attendees.

Official WoodenBoat Show Bag, \$1,000

Maximize your exposure on-site by displaying your logo and message on bags that will be handed out at the gate to all attendees. Visitors are always looking for a bag to put literature in, so here's your chance to help them out! Sponsor must provide at least 6,000 bags for distribution in addition to the sponsorship fee.

Badge Holder Lanyards, \$500

Promote your company name throughout the entire show. 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.

***If you have other sponsorship ideas,
please feel free to contact us to discuss!***

All sponsors will be mentioned in our Show Directory, on our Web site, and in our attendee newsletters leading up to the show. They will also receive a framed WoodenBoat Show poster and an invitation to a special event during the Show.