

2010 Newport Harbor Guide Order Form

2010 DISPLAY AD RATES

Color	Rate	50% Due with Order	Bal. Due 4/30/10
Back Cover (SOLD)	\$3,000	\$1,500	\$1,500
Double Page Spread	\$3,000	\$1,500	\$1,500
Inside Back Cover	\$2,500	\$1,250	\$1,250
Inside Front Cover	\$2,500	\$1,250	\$1,250
Premium Full Page*	\$2,300	\$1,150	\$1,150
Premium 2/3 Page*	\$1,800	\$900	\$900
Full Page	\$2,000	\$1,000	\$1,000
2/3 Page	\$1,500	\$750	\$750
1/2 Page	\$1,000	\$500	\$500
1/3 Page	\$775	\$388	\$388
1/6 Page	\$500	\$250	\$250

Black & White (Directory Section Only)

One-Inch Display \$225 Full amount due with order

**Premium pages include the first and last page, plus key pages facing the table of contents, maps, tide tables, etc.*

Each of the above Display Ads includes a FREE Standard Directory Listing worth \$100. Please complete the Directory Listing form below.

IMPORTANT DATES

Submit Order with your 50% non-refundable deposit by March 30
 Submit AD materials by March 30
 Balance of payment is due with your Directory Listing proof approval - on or before April 15
 Publication Release (Print) Early May
 Publication Release (On-Line) Early May

BILLING INFORMATION (PLEASE PRINT)

BUSINESS NAME

CONTACT PERSON

BUSINESS ADDRESS

CITY, STATE, ZIP

OFFICE PHONE CELL PHONE

EMAIL

DIRECTORY LISTING (PLEASE PRINT YOUR INFORMATION EXACTLY AS YOU WANT IT TO APPEAR IN THE DIRECTORY.)

BUSINESS NAME

LOCATION — STREET ADDRESS, CITY, STATE (GPS ADDRESS)

TELEPHONE

WEBSITE

INSERTION ORDER

<u>Color Display Ad Size</u>	<u>Rate</u>	<u>Amount Enclosed</u>
One Inch Directory Display	\$225/\$125	_____
Standard Directory Listing	\$100/FREE	_____
Design Fees @\$40/hr	_____	_____
Other _____	_____	_____
TOTAL		\$ _____

PAYMENT

MY CHECK IS ENCLOSED FOR \$ _____

PLEASE CHARGE MY VISA MASTERCARD AMEX

ACCOUNT NUMBER

EXPIRATION DATE: _____

SIGNATURE

To guarantee your placement, please submit this form with your 50% non-refundable deposit **before March 30, 2010**

MAKE CHECKS PAYABLE TO:
NEWPORT HARBOR GUIDE
 Attn: Charlotte Johnson, Advertising
 18 Market Square, Newport, RI 02840

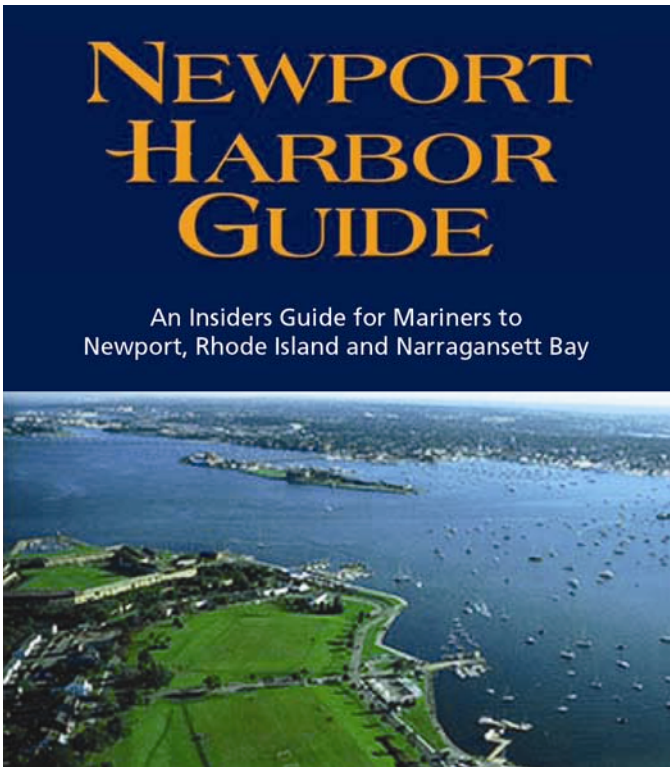
FAX TO: 401.847.4284

THANK YOU FOR YOUR SUPPORT!

CATEGORIES (CHECK UP TO 2 CATEGORIES OR SUGGEST A NEW ONE)

- | | | |
|---|---|--|
| <input type="checkbox"/> Accommodations | <input type="checkbox"/> Fuel (Propane) | <input type="checkbox"/> Office Supplies & Printing |
| <input type="checkbox"/> Attractions | <input type="checkbox"/> Graphic Design | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Auto Rental, Sales, Repair | <input type="checkbox"/> Groceries & Health Foods | <input type="checkbox"/> Postal & Shipping |
| <input type="checkbox"/> Banks | <input type="checkbox"/> Interior Design | <input type="checkbox"/> Pump Out Boats |
| <input type="checkbox"/> Beauty Salons, Barbers | <input type="checkbox"/> Launch Service & Towing | <input type="checkbox"/> Real Estate |
| <input type="checkbox"/> Boat Building & Restoration | <input type="checkbox"/> Laundry & Dry Cleaning | <input type="checkbox"/> Rental Equipment & Party Supplies |
| <input type="checkbox"/> Boat Donations & Sales | <input type="checkbox"/> Libraries | <input type="checkbox"/> Restaurants & Bars |
| <input type="checkbox"/> Boat Hauling & Crane Service | <input type="checkbox"/> Liquor & Wine | <input type="checkbox"/> Sailmakers & Repairs |
| <input type="checkbox"/> Boat Tours | <input type="checkbox"/> Marinas & Boatyards | <input type="checkbox"/> Schools |
| <input type="checkbox"/> Cafes & Coffee Shops | <input type="checkbox"/> Marine Consignments | <input type="checkbox"/> Shopping |
| <input type="checkbox"/> Caterers | <input type="checkbox"/> Marine Documentation & Surveyors | <input type="checkbox"/> Spas & Massage Therapy |
| <input type="checkbox"/> Cellular Phones | <input type="checkbox"/> Marine Equipment & Supplies | <input type="checkbox"/> Storage & Packing Supplies |
| <input type="checkbox"/> Clubs | <input type="checkbox"/> Marine Insurance | <input type="checkbox"/> Taxis & Transportation |
| <input type="checkbox"/> Computer Services | <input type="checkbox"/> Marine Services & Repairs | <input type="checkbox"/> Vessel Delivery |
| <input type="checkbox"/> Crew Placement | <input type="checkbox"/> Marine Services & Repairs | <input type="checkbox"/> Yacht Brokers & Management |
| <input type="checkbox"/> Ferry Service | <input type="checkbox"/> Medical & Physical Therapy | <input type="checkbox"/> Yacht Charters |
| <input type="checkbox"/> Fire Extinguishers | <input type="checkbox"/> Mooring Rentals | |
| <input type="checkbox"/> Florists | <input type="checkbox"/> Nautical Charts & Books | |
| <input type="checkbox"/> Fuel (Diesel & Gas) | <input type="checkbox"/> Non-Profit | |

New Category _____



The **Newport Harbor Guide** is a full-size, full-color, magazine that comes out annually in May. It is the premier marine resource for the Newport waterfront, featuring practical information relating to the Harbor along with commentary on events and local points of interest.

The **Directory** serves as an easy reference to the area's marine services & supplies, provisioning, transportation, attractions, retail outlets, restaurants, health care providers, and much more!

Target Market—If you have a business or service on or near Narragansett Bay that you want the marine and yachting community to know about, you must advertise in the **Newport Harbor Guide!** You'll be happy to know your ad also supports the charitable work of the Seamen's Institute—Newport's only non-profit dedicated to providing a safe haven for men and women of the sea.

Circulation

- **PRINT**—12,000 copies to marine and yachting interests in Newport, throughout Narragansett Bay, and southern New England, plus Great Britain, Europe, the Mediterranean, Bermuda and the Caribbean.
- **ONLINE**—The complete "virtual" magazine on our website gets over 23,000 page hits annually.
- Additional 20,000 rack cards are distributed to profile yacht clubs and boat shows world-wide to promote our website and online publication.

Online Publication

In addition to the printed issue, a complete "virtual" **Newport Harbor Guide** magazine is published online by BlueToad. All advertisers are indexed for easy searching. Linking your website to an established website like ours optimizes your site's ranking with Internet search engines, such as Google and Bing. In addition, the articles can be translated into over 20 languages and viewed worldwide!

Visit: www.NewportHarborGuide.com to read the complete current magazine online.

Ad Specifications

<u>UNIT SIZE</u>	<u>WIDTH</u>	<u>HEIGHT</u>
Double Page Spread	16 3/4"	10 7/8"
Full Page	8 3/8"	10 7/8"
2/3 Page (vertical)	4 5/8"	10"
1/2 Page (vertical)	4 5/8"	7 3/8"
1/2 Page (horizontal)	7"	4 7/8"
1/3 Page (vertical)	2 1/4"	10"
1/3 Page (square)	4 5/8"	4 7/8"
1/6 Page (vertical)	2 1/4"	4 7/8"
1/6 Page (horizontal)	4 5/8"	2 3/8"
One-Inch Directory	2 1/4"	1"

Full Page Ads — Document size for both bleed and non-bleed full page ads must measure 8.375 x 10.875. For bleed ads, extend bleed .25" past trim on all sides. Keep all live matter .375" away from trim edges.

Production Specifications

PDF — High resolution, press-optimized PDF files are preferred. Fonts must be embedded, no TrueType fonts unless converted to outlines. Convert all colors to CMYK. All images must be CMYK, 300 dpi minimum.

PC—All files must be supplied in PDF format per above.

MAC—Quark, InDesign, Photoshop (saved as TIFF or EPS, not JPEG), Illustrator (with type converted to paths and saved as EPS file). All images CMYK, 300 dpi at 100% of final print size. All colors CMYK. All printer and screen fonts must be supplied. Use stylized fonts rather than application shortcuts for bold, italic and underline. A color proof at 100% must be supplied.

Where to Send Your Ad — email PDF or compressed files (Stuffit or Zip) to NHGproduction@cox.net Files on CD/DVD and your color proofs can be delivered or mailed to **Newport Harbor Guide** at the address below.

Directory Display Ads & Listings

One-Inch Block Ad (B&W)—\$225

To really stand out in the Directory section, email us your logo and up to 6 lines of text. (Vector logos preferred, min. 300 dpi, CMYK saved as EPS, TIFF, PDF, or hi rez image file) Includes set up charges and website link. If you already have a color display ad, the additional cost is only \$125.

Standard Directory Listing—\$100 (FREE with display ads).

Two full lines with your Company Name, Street address/GPS location, Phone number and website. Choose up to two listing categories when you place your order. The BlueToad online publication links directly to your website.

Orders, Inquiries & Proofs

Mail to: Newport Harbor Guide

Attn: Charlotte Johnson
18 Market Square
Newport, RI 02840 USA

Contact: Charlotte E. Johnson, Advertising Director

Email: CharlotteEJohnson@cox.net
Landline: 401.847.4454
Cell Phone: 401.226.1206
FAX: 401.847.4284

