



The 2008 M32™ Yearbook is a full color, 24-32 page, saddle-stitched publication showcasing one of the hottest high performance, one design sportboats on the market today – the Melges 32™. Content will reflect the great successes of 2007 as well as look ahead to key 2008 events. Competitor interviews, special class initiatives, previews and big glossy photos will be featured. This unique retrospective will debut at Key West Race Week | Melges 32 Midwinter Championship in 2008. In addition to being placed within the competitor packs, it will also be distributed to owners, potential buyers, as well as circulated at major boat shows such as the *Strictly Sailboat Show* in Chicago, *Newport International Boat Show* and *Annapolis Sailboat Show*. This is great opportunity to reach an elite audience of speed and performance enthusiasts. International exposure includes Europe, South Africa, Australia and the Pacific Rim.

The Melges 32 is one of the most sought after one design keelboats over 30' in the USA, Europe and Australia. Just like its revolutionary predecessor – the Melges 24™, it attracts the biggest and brightest sailing stars, from America's Cup to Volvo Ocean Racing; Olympic medallists; to various world, national and match racing champions.

DIGITAL AD REQUIREMENTS

Advertising will only be accepted in the following formats:

- **PDF** [preferred format: PDF/X-1a:2001] Press optimized; composite CMYK; all fonts embedded; 300 dpi artwork. All files submitted as PDF must be prepared with all fonts embedded.
- **Adobe Photoshop CS2** [or lower] files supplied at 300 ppi,CMYK, with all layers flattened. Please save as a TIF file.
- **QuarkXPress 7** [or lower] files, Macintosh format, supplied with ALL fonts used and all relevant graphic art [TIF, EPS] files used.
- **Macromedia FreeHand 10** [or lower] files with fonts "Converted to Paths" and all links embedded. Please save as an EPS file.
- **Microsoft Office programs** such as **Word, PowerPoint, and Publisher** are **NOT** accepted.

ADDITIONAL REQUIREMENTS

- ALL artwork and colors used in color advertising **MUST** be in CMYK format – NOT RGB or SPOT colors.
- Any digital scans should be a minimum of 300 ppi [pixels per inch].
- Compressed file formats such as JPEG and GIF are NOT recommended, due to poor reproduction quality.
- All fonts must be Postscript Type 1 fonts. TrueType and Multiple Master fonts will often cause undesirable results. Please include screen AND printer fonts with your ad.
- Please include a printout of your ad when shipping.
- Ads may be shipped on CD or DVD. Materials are also accepted via email or FTP.

COMPLETENESS AND REPRODUCTION QUALITY:

- Ads must be submitted complete. Any ad requiring additional setup work, composition or changes must be arranged in advance and will be billed in addition to placement costs.
- Reproduction quality cannot be guaranteed when Yearbook Ad specifications are not adhered to or, if material is received after the ad delivery deadline.

PUBLICATION DATE:.....January 2008, KEY WEST RACE WEEK
CIRCULATION:2,000 (30% International)
AD COMMITMENT DEADLINE:01 October 2008
AD DELIVERY DEADLINE:15 November 2008

AUDIENCE: Melges 32 Class Owners and Members, Trade Show and Event Participants, Advertisers, Sponsors, VIPs, Yacht Owners, Press and Media, Sailing Industry Leaders

AD SIZES & RATES

FULL PAGE [BACK COVER]:.....\$1,800
FULL PAGE [INTERIOR COVERS]:.....\$1,500
DOUBLE PAGE SPREAD:.....\$1,800
DOUBLE PAGE SPREAD [CENTER]:.....\$2,200
FULL PAGE:\$1,200
HALF PAGE:\$800

AD SPECIFICATIONS

PUBLICATION TRIM:8.25 x 11.75 [inches]
FULL PAGE [including covers and interiors]:
 TRIM:8.25 x 11.75 [inches]
 LIVE AREA:7.25 x 10.75 [inches]
 BLEED:8.5 x 12 [inches]
DOUBLE PAGE SPREAD [including center spread]
 TRIM:16.5 x 11.75 [inches]
 LIVE AREA:15.5 x 10.75 [inches]
 BLEED:.....16.75 x 12 [inches]
HALF PAGE [horizontal only]
 SIZE:7.25 x 5.25 [inches]

BLEEDS: Available on covers and full page ads only with no live matter within .375 [inches] of final trim size. Bleed required on full page ads is .125 [inches].

ADVERTISING INQUIRIES

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All ad materials submitted via email, please compress your files (ZIP or STUFFIT) and must include a reference a PDF file.

FTP SUBMISSIONS:ftp.joyftp.com
 USERNAME:joyftp@joyftp.com
 PASSWORD [case sensitive]:.....jDfRdf4
Please send an email notification on completion of FTP upload to joy.dunigan@joysavannah.com